This 3-week program is designed to emphasize the importance of data-driven business analysis and to introduce useful techniques and trends for using Big Data.

PROGRAM BENEFIT:
Participants will be introduced to the role of Big Data in current business environments, learn to build and implement a successful Big Data strategy with an emphasis on team building and training, use different tools used in different industries and learn about the future of digital targeting and measurement in Big Data. Participants will gain a deeper understanding of using data in marketing development, supply chain management and new product services.

PROGRAM FEATURES:
• Dynamic faculty presentations on introduction, execution and assessment of Big Data.
• Case studies across major data-driven business industries.
• Emerging techniques in searching, generating and evaluating data based on business type.
• Group exercises on practical application of data analytics.
• Study tours of sites using Big Data in major companies around the Mid-Atlantic area.
• All domestic travel, room and board expenses included.

GROUP SIZE: 15 people and up
DATES & COSTS: Customized upon request

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