

MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

MANAGEMENT ANALYTICS:

**DECISION-MAKING LESSONS
FROM THE SPORTS INDUSTRY**

ONLINE SHORT COURSE

Enhance your skills as a data-driven executive.

Certificate Track: Management and leadership

ABOUT THIS PROGRAM

"You can invest in data technologies and collect all the data you can possibly imagine, but it's worthless if it's not analyzed or communicated to decision makers so that action can be taken from the insights." [Forbes](#), Mar 2019

This program is designed for managers and executives who want to learn how to transform their organizations and make them more data-driven. While the technology used to analyze data is advancing, it's still up to leaders to organize the way data is used and leveraged in an organization. This course aims to teach professionals how to lead this change, from planning to execution.

WHAT THE PROGRAM COVERS

In an era of technology and information, managers and executives need to have the skills to lead their organizations with a data-driven strategy. In this course, you will be exposed to the *Analytics Management Framework*, which outlines the strategic, technical, and managerial skills necessary to plan the integration of data analytics into your organization.

In order to develop these key capabilities, this program connects best practice case studies from the sports industry, which has led the way in analytics, to illustrate how data analytics can be used for improved insights at an organizational level. These case studies cover a wide range of factors involved in implementing data analytics in an organization, such as goal setting, identification of challenges, selection of appropriate technologies and tools, structuring of teams, interpretation and communication, and evaluation of the efficacy of an analytics strategy.

Over the course of six weeks, you'll be guided on how to align data analytics with your organizational goals, how to improve decision making using data analytics, and how to translate analytics insights into positive, impactful action.



\$2,800



6 weeks,
excluding orientation



6-8 hours/week of self-paced learning,
entirely online

Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.



The sports industry offers compelling case studies in not only innovative data analytics but also the application of data in decision making to drive results. Sports is also competitive and fun, which I hope makes learning this subject even more engaging.

– BEN SHIELDS, SENIOR LECTURER, MANAGERIAL COMMUNICATION

THIS PROGRAM IS FOR YOU IF:



You'd like to transform the way you **make decisions using data** in your organization with an analytics strategy



You're interested in learning about the **technologies and tools** that support data-driven decision making



You're looking to validate your knowledge with an **MIT Sloan certificate of completion**

WHO SHOULD TAKE THIS PROGRAM?

This MIT Sloan course provides you with the necessary guidance to lead a data-driven transformation in your organization. With an emphasis on process, management, and innovation, this program is designed to help business owners, leaders, and aspiring analysts understand the core elements of data analytics from a business perspective. If you're looking to establish your organization as a forward-thinking entity in the disruptive digital age, this program will assist you in incorporating data analytics into your business strategy. With access to relevant subject matter, respected faculty members, and an engaging environment, you'll learn to utilize data to drive business growth and deliver strategic value. You'll explore the frameworks, ideas, and practical considerations you need to integrate data into your organization, and the knowledge to extract value from that data moving forward.

On completion of the program, participants will walk away with a data analytics action plan, that will equip them for successful data-driven decision-making in business.



“At MIT Sloan Executive Education, we are focused on bridging the energy, engagement and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.”

– PAUL MCDONAGH-SMITH, DIGITAL CAPABILITY LEADER, MIT SLOAN EXECUTIVE EDUCATION

WHAT YOU WILL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities, as well as traditional didactic components, such as written study guides (course notes). There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

ORIENTATION MODULE

WELCOME TO YOUR ONLINE CAMPUS

ONE WEEK

You'll be welcomed with a personal call and introduced to your online teaching and technical support network. Begin connecting with fellow students while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1

FROM DATA TO DECISION MAKING

Explore the strategic value of using data for decision making.

MODULE 2

ALIGNING ANALYTICS WITH YOUR STRATEGIC GOALS

Investigate how to use the *Analytics Management Framework* to create your data analytics strategy in line with your organizational goals.

WHAT IS MIT SLOAN?

Learn more about
**THE MIT SLOAN
SCHOOL OF
MANAGEMENT**



MODULE 3

DESIGNING YOUR ANALYTICS SYSTEM

Learn about the technologies and tools that support data-driven decision making.

MODULE 4

TRANSLATING YOUR ANALYTICS INSIGHTS INTO ACTION

Explore the technologies and best practices involved in visualizing and communicating data insights.

MODULE 5

HUMANS AND MACHINES IN PARTNERSHIP: MAKING YOUR DECISIONS WITH ANALYTICS

Discover how data analytics can be used to enhance decision-making processes.

MODULE 6

TOWARDS A DATA-DRIVEN CULTURE

Transform your organizational structure and culture to become more data driven.

WHAT IS MIT SLOAN SCHOOL OF MANAGEMENT?

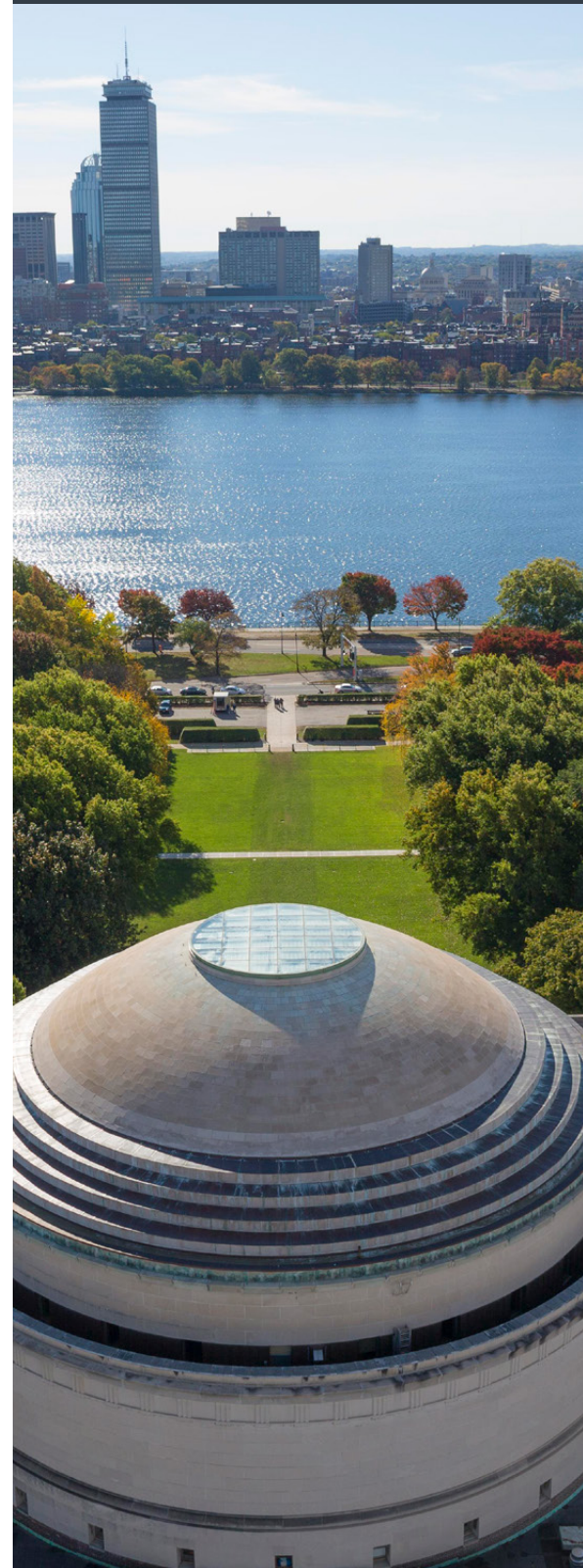
Learn more about MIT Sloan:

The MIT Sloan School of Management is one of the world's leading business schools,³ emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The School's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings and, through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

³ [Top Universities](#) (2019).

WHY MIT SLOAN EXECUTIVE EDUCATION

Learn more about
**THE MIT SLOAN
ADVANTAGE**



WHO YOU'LL LEARN FROM

The design of this MIT online program is guided by faculty who will share their experience and in-depth subject knowledge with you throughout the course.

YOUR FACULTY DIRECTOR



BEN SHIELDS

Senior Lecturer, Managerial Communication

Ben Shields is a senior lecturer at the MIT Sloan School of Management.

He studies technological change through the lens of sports. His current research explores how people and organizations use data analytics to inform strategy and decision making. At MIT Sloan he teaches courses on sports management and analytics, leadership communication, and social media. He is the author or co-author of three books, *The Sports Strategist: Developing Leaders for a High Performance Industry* (Oxford University Press, 2015),

The Elusive Fan: Reinventing Sports in a Crowded Marketplace (McGraw-Hill, 2006), and *Social Media Management: Persuasion in Networked Culture* (Oxford University Press, 2016). He is the co-host of 'Counterpoints', the sports analytics podcast from the MIT Sloan Management Review. He is the faculty director of the Formula 1 Extreme Innovation Series with MIT Sloan Executive Education. Prior to MIT, he was the director of Social Media at ESPN. He holds a PhD in Media, Technology, and Society from Northwestern University, where he wrote his doctoral dissertation on fantasy sports.

YOUR SUCCESS TEAM

Receive a personalized approach to online education that ensures you're supported by GetSmarter throughout your learning journey.



HEAD LEARNING FACILITATOR

A subject expert from GetSmarter, approved by MIT Sloan, will guide you through learning-related challenges.



SUCCESS MANAGER

Your one-on-one support at GetSmarter, available during University hours (9am - 5pm GMT) to resolve technical and administrative challenges.



GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech-related queries and concerns.

A POWERFUL COLLABORATION

MIT Sloan Executive Education is collaborating with online education provider GetSmarter to create a new class of learning experience—one that is higher-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth. By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to broaden access to its on-campus offerings in a collaborative and engaging format that stays true to the quality of MIT Sloan and MIT as a whole.

WHAT IS GETSMARTER?

GetSmarter, a brand of 2U, Inc., collaborates with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain. Technology meets academic rigor in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world's most reputable academic institutions.

MIT SLOAN CERTIFICATE OF COMPLETION

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools — the MIT Sloan School of Management.⁴

Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of the program, as per the stipulated requirements. This program also counts towards an MIT Sloan Executive Certificate.

⁴ [*Top Universities* \(2019\)](#).



HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in a data analytics program plan for your organization.

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

In order to complete a program, you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel. Installing [Adobe Flash Player](#) will give you full access to certain course content, such as interactive infographics. However, you'll still have access to this content in the form of a downloadable PDF transcript if you'd prefer not to use Flash.

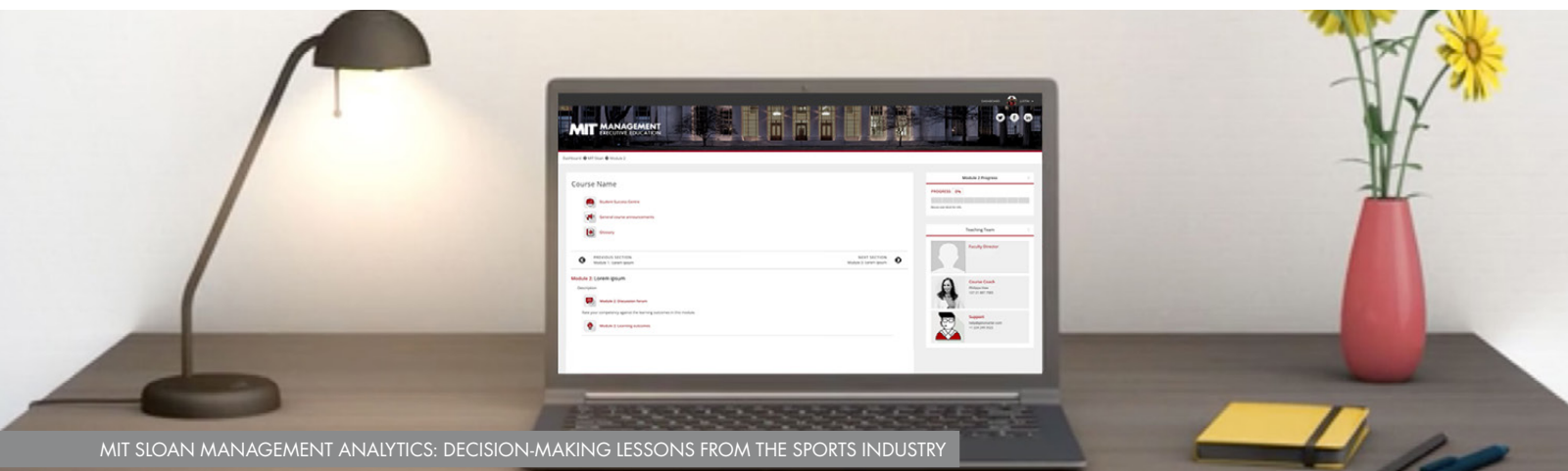
BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we

have found that this browser performs best for ease of access to course material. This browser can be downloaded [here](#).

ADDITIONAL REQUIREMENTS

Certain programs may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with a Course Consultant before registering for this program if you have any concerns about this affecting your experience with the Online Campus.





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REGISTER NOW

CONTACT US

+1 617 997 4979 | mitsloan@getsmarter.com