

### **6 weeks (excluding orientation)**

**Entirely online**

**Self-paced learning**

**6-8 hours/week\***

*\*The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time. 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.*

### **ORIENTATION: WELCOME TO YOUR ONLINE CAMPUS - ONE WEEK**

#### **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.

#### **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.

\*\*\* Schedule subject to change.