

Certified Expert in Business Analytics

Today's business world is fast-paced, and the demand for professionals with skills in analytics is increasing. New technological solutions offer more effective tools for organizations, making it essential for businesses to stay ahead of their peers and have the latest toolsets to assist their decision-making processes.

The importance of business analytics is evident in its ability to drive financial gains and improve operational efficiency. By fine-tuning business processes and operations, organizations can achieve improved outcomes. In response to the growing demand for data-driven decision-making, the Certified Professional in Business Analytics program will equip participants with the necessary skills and knowledge.

The program covers various aspects of business analytics, including descriptive, predictive, and prescriptive analytics, and data communication and visualization. Additionally, an optional module focuses on applying analytics to business processes, providing a holistic understanding of how data analytics can be implemented across these critical business functions.

PROGRAM DIRECTOR

Prof. Kwaku
Atuahene-Gima
Founder & President, NiBS

DURATION

9 days over 3 months

INTAKE

**Jul - Sep
Oct - Dec**

TUITION FEE

\$ 1,599.00

PAYMENT TERMS

**50% before
program starts
40% during
program sessions
10% before
program ends**

CONTACT

**+233 (0) 54 238 5448
info@sed.nibs.edu.gh**

*Program dates, facilitators and
fees are subject to change.*



OBJECTIVES

- Provide a deep understanding of how to leverage data for making better business decisions.
- Equip participants with practical skills in descriptive, predictive, and prescriptive analytics, as well as data communication and visualization.
- Help participants gain insights into predicting the future and making better business decisions through analytics.
- Provide an optional module that integrates HR, Marketing, and Strategy to provide a holistic understanding of how data analytics can be applied across these critical business functions.



PROGRAM BENEFITS

- Gain a competitive advantage by effectively using data and analysis in their decision-making processes.
- Acquire practical skills that can be applied directly to the various functions within organizations.
- Learn from experienced faculty members, enhancing their knowledge and expertise in

business analytics.

- Have the option to specialize in HR, Marketing, and Strategy, equipping them with the skills to effectively communicate insights derived from data to the stakeholders and decision-makers.



PROGRAMS

MODULE 1

Essentials of Business Analytics

MODULE 2

Data Modelling and Analysis

MODULE 3

Data Communication and Data Visualization

MODULE 4

Specialization in Business Analytics

- Marketing Analytics
- HR Analytics
- Customer Analytics
- Operations Analytics



PARTICIPANT PROFILE

- C-suite executives looking to keep pace with current trends, use business analytics as a strategic advantage, and make more data-backed decisions.

CERTIFIED EXPERT IN BUSINESS ANALYTICS

FACULTY

Sarah Oppan

*Associate Director, of Data Analytics,
EY Technologies Consulting.*

Joseph Kobina Bimpong

*Head, Data and Analytics,
Stanbic Bank Ghana.*

Pius Wemegah

*Head, Data and Analytics,
ABSA Bank Ghana.*

Edmond Dzimah, P.E. (MBA)

*Chief Mining Engineer -
Newmont Corporation*

Dr. Osei Tweneboah

*Assist. Professor of Data Science -
Ramapo College of New Jersey*



PARTICIPANT PROFILE

- Mid to senior-level managers looking to learn how analytics can help improve performance within their functional area while impacting business and growing in their roles.
- Analysts who want to understand the business implications of analytics, better equip themselves to draw business-relevant insights, and grow in their career.
- Consultants seeking to offer better insights to their clients that are based on the latest ideas in business analytics, and learn structured approaches of problem-solving through analytics.



LEARNING METHODS

- On Campus (In-Person)
- Live-Online



CERTIFICATION

Upon completing the program, you will earn a certificate as a:

- Certified Professional in Business Analytics

