

# Data science & management

Certificate of Advanced Studies (CAS)

+41 (0)21 692 60 60  
hec.execed@unil.ch  
execed.unil.ch/certificate-data

**EPFL**

*Unil*

UNIL | Université de Lausanne  
HEC Lausanne



Transformation towards the data-driven enterprise.

## ABOUT

Data is a strategic asset nowadays. Everyone agrees with the principle, but we are far away from an effective use of data in business. In order to create value from Big Data and analytics, companies need to transform into Data-Driven Enterprises. HEC Lausanne and EPFL designed this program to introduce you to and ease this transformation.

## OBJECTIVES

Critically **define the role and value of data** for companies and design value chains from data to information and insights.

Demystify Big Data, Data Science, Artificial Intelligence and Machine Learning, and **define innovative data-driven solutions**.

Identify and implement effective practices to **manage data as a strategic resource**.

## TARGET AUDIENCE

(Future) Chief Data Officers (CDOs), senior managers and executives who are **launching data initiatives**.

Business intelligence (BI) and data managers, data engineers and data architects who want to **manage successful data-driven transformation**.

Data champions and executives in business lines (HR, Marketing, Operations, ...) who want to **become more data and analytics-savvy**.

01

## THE DATA-DRIVEN ENTERPRISE

From raw data to strategic information

02

## FROM DATA TO INSIGHTS

Demystification of data science and artificial intelligence

03

## MANAGING DATA AS AN ASSET

Principles and methods to improve data management

04

## DATA INNOVATION, PRIVACY & RISKS

Effective practices to innovate with your data



## INDIVIDUAL DATA PROJECT (IDP)

Continuous individual project on a concrete data challenge

*Each block can also be taken individually (except IDP).*

Details, dates and registration online :

## EXECED.UNIL.CH/CERTIFICATE-DATA



Registration before January 31<sup>st</sup>,  
10% off before October 31<sup>st</sup>



Certificate of Advanced Studies (CAS),  
15 ECTS credits



Classes Mondays to Thursdays  
from 8:30am to 12:30pm and from 01:30pm to 05:30pm



Admission requirements  
available online



Information sessions and interviews  
regularly scheduled



**Noémie Walter**  
Executive Education HEC Lausanne  
Quartier UNIL-Chamberonne  
Bâtiment Extranef, 1015 Lausanne  
hec.execed@unil.ch | +41 (0) 21 692 60 60



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