

Data innovation, privacy & risks

Short program



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

EPFL

Unil

UNIL | Université de Lausanne
HEC Lausanne



ABOUT

The increasing amount of data offers manifold opportunities for data-driven innovations and new business models. To benefit from these innovations, **companies need to establish effective practices for data sharing** in their ecosystems while coping with data privacy, ethics and risks such as the impact of GDPR.

This short program addresses data thinking and data-driven innovation as well as privacy, ethical and other risks associated with an increasing use of data.

LEARNING OBJECTIVES

Apply useful tools and canvases to support **data thinking** and identify use cases for **data-driven innovation**.

Analyze data sharing needs and data sovereignty in ecosystems and identify the data platforms needed.

Identify and **manage the risks** (managerial, organizational and ethical) that come with data-driven decision making.

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**.