Data innovation, privacy & risks

Short program

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

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.

(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*.