

Rotman's Data Literacy Program

Leverage big data. Improve decision making.



a new way to think | it is possible

Rotman

The business world is in the midst of a data revolution. Technology is reducing the cost of collecting, storing and analyzing data while human activity—both economic and social—is moving online, leaving digital footprints of things previously impossible to observe or measure. As a result, you have access to more data than ever before.

In response to the data revolution, organizations are investing in new technologies and new types of people. Yet, as a consumer of data analytics and a decision maker, you require more than just data and data experts—you need a critical level of data literacy.

Location:

Rotman School of Management,
Toronto, Ontario, Canada

Program Fee:

\$3,950 CAD + HST

Fee includes tuition, all program materials and meals.

"Data literacy is no longer a luxury. It is a must, just like financial literacy, and is the critical link that allows data and analytics to be translated into actionable insights that are relevant to key organizational decisions."

MARA LEDERMAN
Associate Professor,
Strategic Management

Program Overview

Rotman's Data Literacy Program will equip you with a foundation in data literacy that will help you to understand, interpret and ultimately influence the types, quality and usefulness of the data analysis being carried out within your team or organization.

Through discussions, case studies and real-time examples you will develop a common language of data, and will be introduced to the main toolkit of data analysis. You'll be exposed to the three types of data analysis in modern organizations: descriptive analysis, predictive analysis, and most importantly, prescriptive analysis. In developing a solid understanding of the goals and limitations of each type of analysis, you will be able to leverage the data assets of your organization.

DAY 1: Types & Tools

- Data types
- Data quality and reliability
- Classes of analytics
- Tools for descriptive analysis

DAY 2: Analysis & Interpretation

- Tools for predictive and prescriptive analyses
- Understanding prediction
- Unstructured data
- Data output interpretation

DAY 3: Application & Communication

- Evidence vs. advocacy
- Correlation, causation and why they matter
- Experimental design
- Break-out groups for case studies

You are encouraged to bring a sample data analysis or analyst report from your organization. This will serve as a learning aid during lectures and discussions. If possible (given confidentiality constraints), you are encouraged to submit this sample report in advance to allow for use during class discussion.

Key Takeaways

- Understand the critical role played by senior managers in creating a data-driven organization
- Know how to ask the right questions to drive effective and efficient decision-making using data
- Recognize the potential that data offers and understand why the promise of big (or small) data may not always be fulfilled
- Recognize and evaluate opportunities for collecting new data
- Be exposed to a variety of different types of data analytics (from dashboarding to predictive modeling to experimentation) and understand where and how different types can be used to improve performance within your organization
- Learn how to structure organizations to maximally exploit data investments
- Make data analytics an intuitive and necessary part of corporate conversations

Who Should Attend?

This program is for anyone who is a consumer of data analytics:

- Individuals who possess data that is not being maximally exploited
- Individuals who regularly receive data output and/or reports
- Individuals who want to integrate data and analytics into their own or their group's decision making
- Individuals trying to build more data-driven and evidence-based teams or organizations
- Individuals who need to engage with data and analytics to carry out their role

This program is not designed for data analysts or Chief Data Officers but will be useful to almost anyone in between.

Participants in varied roles from a range of industries are encouraged to attend, including the corporate, government and non-profit sectors. Potential participants include:

- Corporate directors and officers
- Divisional vice-presidents
- Experienced public administrators in federal, provincial and municipal government
- National, regional and international business unit managers
- General managers and branch managers
- Executive directors of associations and NGOs
- Senior managers of crown corporations
- Professional services executives

Faculty

Avi Goldfarb is Professor of Marketing at the Rotman School of Management. He received his Ph.D. in Economics from Northwestern University. He teaches "Integrating Models and Data" in Rotman's MBA program.

Mara Lederman is an Associate Professor of Strategic Management at the Rotman School of Management. She received her Ph.D. in Economics from M.I.T. Mara's main teaching role is in Rotman's full-time MBA program where she is responsible for co-developing and co-teaching Rotman's new "Capstone" course.



Find Out More:

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