STRATEGIC DATA MINING
AND DATA ANALYTICS

Creating Competitive Advantage Through Analytics

Location: Muscat, Oman
Date: October 19 and 20, 2016
Fee: RO 600/-
Strategic Data Mining and Data Analytics

Queen’s Strategic Data Mining and Data Analytics Program will show you how to deploy analytics in new and powerful ways.

The College of Banking and Financial Studies (CBFS) has an exclusive collaboration with Smith School of Business at Queen’s University, Canada for executive education in Oman. Under the collaboration, CBFS and Smith are pleased to announce the current training program on the key subject of Strategic Data Mining and Data Analytics for the first time in Oman.

The program provides hands-on experience with the concepts, tools, and techniques that can help your organization to effectively implement strategic objectives at all levels. Learn from experts how to apply them yourself.

Become better at making informed decisions

Strategic analysis in support of major decisions and repetitive tasks like inventory control and resource allocation have been normal practice for managers for generations. New factors, including online databases and powerful analytical tools, have made complex analysis both economically feasible and timely.

Program content

The main ingredient required for a business of any size to improve profitability with analytical decision-making is a willingness to learn new techniques and try new things. Inexpensive tools on desktop computers, including things as commonplace as Microsoft Excel, have made sophisticated analytics possible for anyone.

Who should attend

Managers and executives who are involved in their organizations’ strategic planning process.

PERSONAL BENEFITS

Learn new approaches to analytics.

• Increase your department’s effectiveness and performance by using information you have available to you in new ways
• Build frameworks to measure and learn from your business - so you continue doing what works and stop doing what doesn’t
• Network with a group of experienced managers from both the private and public sectors

ORGANIZATIONAL BENEFITS

Foster a culture of consistency and informed decision-making through the application of analytics.

• Equip managers and leaders with tools and information to strategically apply the data at their disposal
• Increase effectiveness and reduce risk through improved management decision-making
• Benefit from optimizing revenue management, dynamic pricing, and business modelling
The program includes four themes

**RECOGNIZING OPPORTUNITIES**
- Understanding when and how to use analytical approaches
- Knowing what tools and skills your organization needs
- Explore best practices with analytics in service businesses, manufacturing, financial services, and the public sector

**TOOLS AND TECHNIQUES**
- Get value from the data you collect
- Structuring decision processes in uncertain times
- Extracting critical information from complex data sources
- Visualizing relationships among key decision factors

**GETTING THE RIGHT DATA AND GETTING THE DATA RIGHT**
- Working with information systems
- Surveys, sampling and data-mining
- Correcting data “censorship”
- Choosing levels of aggregation and assessing likelihoods
- Data mining

**MAKING IT HAPPEN**
- Put an analytical approach into action while avoiding “analysis paralysis”
- Systems and technology recommendations and requirements
- When to use specialists or consultants, and when to do it yourself
- Resources and support as your projects unfold

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**Session Leader**

ANTON OVCHINNIKOV
Associate Professor
Management Science and Operations Management

Anton Ovchinnikov is a distinguished professor of Operations Management and Management Science at Smith School of Business. His research focuses on the areas of behavioural and sustainable operations. Anton’s work has been published in peer-reviewed journals such as Management Science, Production and Operations Management, Journal of Interactive Marketing, and European Journal of Operational Research. Anton was previously Assistant Professor of Quantitative Analysis at University of Virginia’s Darden School of Business for seven years.
The College of Banking and Financial Studies (CBFS)

The College of Banking and Financial Studies (CBFS) is a government organization established by a Royal Decree in 1983. It is under the juristic supervision of the Central Bank of Oman and is supported by all local and international banks operating in the Sultanate. CBFS has been helping the financial services industry of Oman in meeting its varying academic & professional education and training needs and has been an active partner in the country’s thrust towards Omanization. With over 1600 students and 125 staff. It has recently been permitted by the Ministry of Higher Education to offer its own bachelors programs.

CBFS offers over 200 training courses annually (Open enrollment as well as customised) attended by about 3000 participants. It has affiliations with various institutions of global repute including Queens. CBFS is the exclusive partner of Smith School of Business for offering executive development programs in Oman.

Smith School of Business at Queen’s University

Smith School of Business is one of the world’s leading providers of executive education. We have been ranked the #1 executive development centre in Canada and top ten in the world by BusinessWeek’s (USA) global survey of open-enrollment executive education programs. The Financial Times (UK) also ranks Smith among the best executive education providers in the world.

Keeping pace with a rapidly changing global economy is one of the greatest challenges facing organizations today. Dealing with everyday demands and crises often leaves little time for managers to broaden the core skills necessary to build and strengthen their firm’s competitive capabilities.

Queen’s Executive Education at Smith School of Business will help you meet the competitive challenges of today’s dynamic business environment, help you refresh your thinking, upgrade your skills, and give you the knowledge and tools to drive your business and your career.

To Enrol:

College of Banking & Financial Studies
Tel: +968 24 502288 ext. 509
Fax: +968 24 502525
cbfs.edu.om
execdev.com

Mala Vyas
Head – Business Development
Tel: +968 24 502288 ext. 509
Mobile: +968 998 86654
mala@cbfs.edu.om