

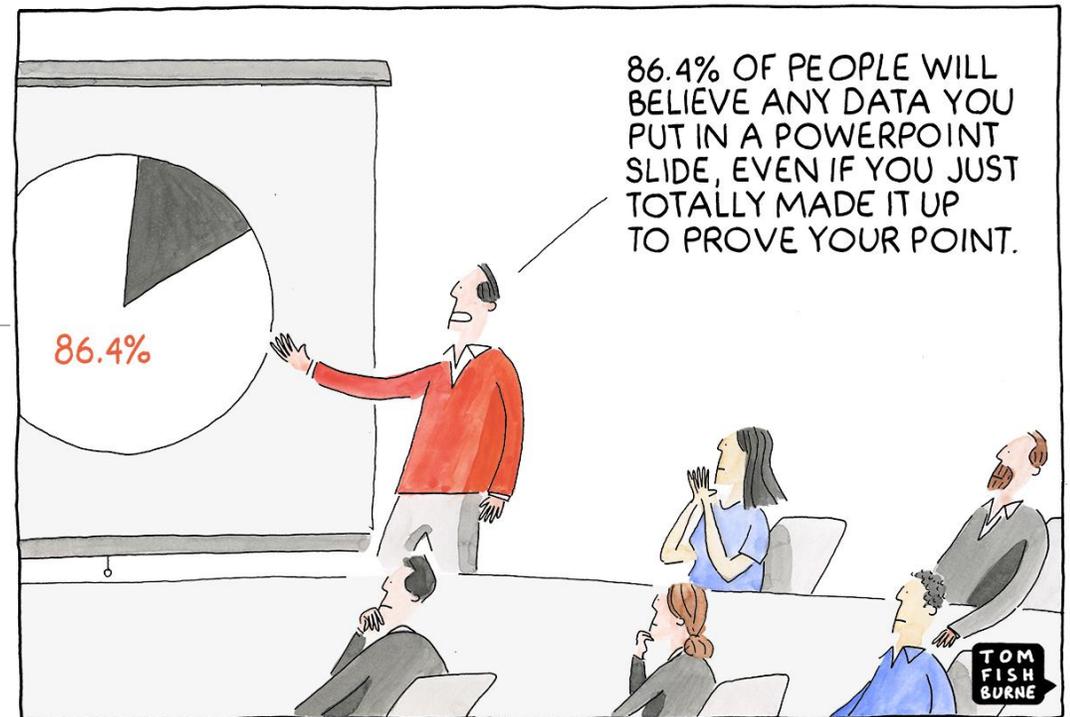


# Master in Big Data in Business

## Business Pillar

ROME

2018, NOVEMBER 19



# What the future holds for business organizations?

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- **The future of big data ask for change the ways businesses in finance, retail, manufacturing, and other industries operate.**
  - **The overwhelming volumes of information created challenges for the next future, including shortage of data professional managers.**
  - **However, most experts agree that big data will bring big value. There will be new job positions and even whole departments responsible for data management in organizations.**
  - **Most companies will shift from being data-generating to data-powered organizations making use of actionable data and business insights.**
- They will need experts in big data consulting capable to harness complex data processing and communicating their insights.**

# But experts in big data consulting cannot fail... to be aligned

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# From a business perspective, the role of data professional managers requires:

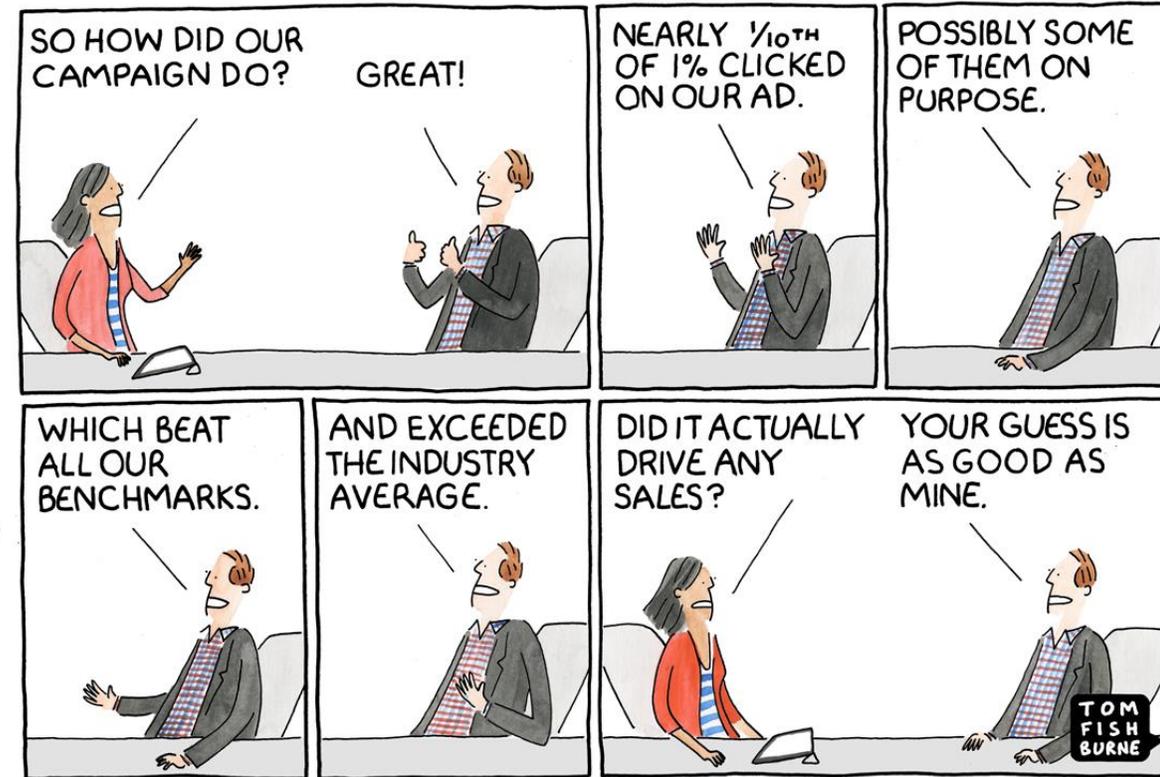
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- **Analyzing decision making processes**  
within and between complex organizations, through the exploitation of problem solving models and analytical techniques.
- **Refining their communication skills**  
Increasingly they are called to report to shareholders, financial analysts, and, in general, to stakeholders. Organizations can seize opportunities from managers' effectiveness in communication.
- **Dealing with complexity and uncertain issues**  
as strategic decisions are interrelated and impact across different functions (production, marketing, finance, human resources, etc), to achieve, sustain and renew competitive advantages.
- **Being able to evaluate complex investments and companies**  
with the instruments of financial theory.
- **Possessing tools for maximizing their impact in the business environment**  
Big Data Analytics implementations in organizations in manufacturing and retailing industries asks for coping with organizational and operational challenges.

# 5 courses

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1. Decision making processes & models
2. Designing communication of results
3. Strategic management of Big Data results
4. Fundamentals of corporate finance (elective)
5. Business Practice of Data Science (elective)



# Conclusions

