EXECUTIVE PROGRAM

The Role of Data Science, Big Data & Artifical Intelligence in the Digital Transformation

Learn how to turn data into value for your organization

NOVA
IMS Executive Education
Information Management School

- **What is the potential of Data Science and Big Data in their application to business problems?**

- **What impact do information-intensive technologies have on changing organizational decision-making processes?**

- **How to better understand IDC's "Information Digital Transformation" Maturity Model and how to use it to make a preliminary assessment of your organization's stage?**

- **What are the implications of information, knowledge and collaboration architecture?**

- **How to identify the opportunities for monetization and productization of data as new sources of profitability?**

The answers to these and other questions serve as the basis for the development of an introduction program to data science, big data, and digital transformation, developed in partnership with IDC.

TEACHING STAFF

BRUNO HORTA SOARES

Executive Senior Advisor at IDC Portugal

FERNANDO BAÇÃO

Professor at the NOVA University of Lisbon

GABRIEL COIMBRA

Country Manager at IDC Portugal

GUILHERME VICTORINO

Professor at the NOVA University of Lisbon

ROBERTO HENRIQUES

Professor at the NOVA University of Lisbon

PROGRAM

1st day **May 20th**	**Data as a Resource, Foundations of Data-driven Thinking and Evidence-based Decision Making** Fernando Bação	
	Fundamentals of Artificial Intelligence and Machine Learning for Business Fernando Bação	
	Business Applications of Artificial Intelligence and Machine Learning Roberto Henriques and Guests	
	IDC Market Analysis Perspective: Worldwide Big Data, Analytics & AI Solutions - Key Vendors & Trends Gabriel Coimbra	
2nd day **May 21st**	**IDC Chief Data Officer Forum Event** Solution-based inspiration from leading technology vendors, start-ups and business success stories http://idc.pt/futurescape/idc-chief-data-officer-forum	
3rd day **May 22nd**	**Information Visualization, Story Telling and Knowledge Creation in the Big Data World** Roberto Henriques	
	Data Security and Privacy, the EC Legal Framework on Protection of Personal Data Bruno Soares	
	Data Acquisition Strategies, Value Realization, Monetization, Productization and Service Fernando Bação and Guests	
	Value Realization Workshop with Design Thinking Guilherme Victorino, Fernando Bação, Gabriel Coimbra and Bruno Soares	

COORDINATION

FERNANDO BAÇÃO
PROFESSOR AT THE NOVA UNIVERSITY OF LISBON

This course aims to provide a roadmap of the role of new technologies associated with data and information (data science and big data) in the digital transformation of organizations. The course aims to provide the basis to reflect on how information can become a competitive advantage and a source of wealth creation, differentiation and innovation.

The way information has "infiltrated" all the components of the value chain and transforms them on a daily basis is testimony to the importance it already has in business transformation. Its disruptive capacity will condition value creation, and the "monetization" of data will be determinant in all industries. Organizations capable of mobilizing information to leverage their growth will have a significant competitive advantage that can transform the competitive environment of any industry.

TESTIMONIALS

ANDRÉ RAMOS
DATA SCIENTIST, SIEMENS PORTUGAL

I was incredibly surprised by the approach and contents presented. A journey through the value chain and information flow that circulates within organizations. Mapping the competitive advantages and opportunities of information as a differentiating factor. "Overview of the new challenges of Industry 4.0 with a constant sharing of knowledge and experiences ending unexpectedly with "Design Thinking".

ANA PAULA NETO
DEPUTY DIRECTOR GENERAL, AUTORIDADE TRIBUTÁRIA E ADUANEIRA

A very interesting course that allowed me to clarify and systematize some fundamental concepts in data analysis and exploration.

MÁRIO CAMPOS
DEPUTY DIRECTOR-GENERAL OF THE INFORMATION SYSTEMS OF THE AUTORIDADE TRIBUTÁRIA E ADUANEIRA

The course is extremely interesting, calling the trainees to get out of their comfort zone, in the reflection on how data can be an essential asset in the development of organizations and their business models.

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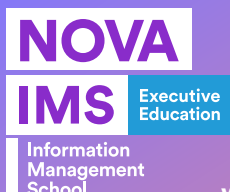
Learn more at:
www.novaims.unl.pt/ddp-dsbddt

1ª Edição

CONTACTS

If you need more information about this program, please contact:

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