BLENDED MODEL - LIVE ONLINE & IN-PERSON

Data Science and Business Analytics (DSBA) Program

As the digital age evolves, data science and business analytics have emerged as one of the most critical fields for businesses across all industries. New technological solutions offer more effective tools for organizations, making it essential for businesses to stay ahead of their peers and have the latest toolsets to assist their decision-making processes. The Data Science & Business Analytics (DSBA) program combines technical expertise in data science with practical business analytics applications to create well-rounded professionals who can bridge the gap between complex data analysis and strategic business decision-making.

This program integrates advanced data science methodologies with business analytics applications, enabling participants to process and analyze large datasets and translate these insights into actionable business strategies. Participants will learn to leverage various tools, scientific procedures, and algorithms while understanding their practical implementation across different business functions.

PROGRAM DIRECTOR
Prof. Kwaku
Atuahene-Gima
Founder & President, NiBS

DURATION
5 days
3 days In-person
2 days Online

INTAKE
April
August

TUITION FEE
₵ 7,000.00

PAYMENT TERMS
*50% before
program starts*

*40% during
program sessions*

*10% before
program ends*

CONTACT
+233 (0) 54 2385448
info@sed.nibs.edu.gh

*Program dates, facilitators and
fees are subject to change.*

OBJECTIVES

- Master both technical data science skills and business analytics applications to drive organizational decision-making

- Develop expertise in data management and predictive modelling while understanding their business implications

- Build proficiency in communicating complex data insights to various stakeholders and translating technical findings into business value

- Learn to design and implement data-driven solutions that address real-world business challenges

PROGRAM BENEFITS

- Gain comprehensive knowledge of data science fundamentals and their practical business applications

- Develop proficiency in business analytics tools

- Learn to design and implementend-to-end data science solutions while considering business context and requirements

- Acquire expertise in data visualization and communication techniques for effective stakeholder engagement

- Build a strong foundation in ethical considerations surrounding data usage and analysis

PROGRAMS

MODULE 1
Introduction to Data Science and Business Analytics

MODULE 2
Big Data Management and Business Analytics

MODULE 3
Ethical data practices and data responsibility

PARTICIPANT PROFILE

- Product Managers, Project Managers, Marketing Managers, and others in managerial positions seeking deeper actionable insights for decision-making.

- Director, CEO, CTO, CIO, Vice President, Founder, and General Managers interested in improving their organization's use of data science.

- Executives seeking an introduction and practical experience in Data Science.

DATA SCIENCE AND BUSINESS ANALYTICS

FACULTY

Sarah Oppan
*Associate Director,of Data Analytics,
EY Technologies Consulting.*

Joseph Kobina Bimpong
*Head, Data and Analytics,
Stanbic Bank Ghana.*

Pius Wemegah
*Head, Data and Analytics,
ABSA Bank Ghana.*

Edmond Dzimah, P.E. (MBA)
*Chief Mining Engineer -
Newmont Corporation*

Dr. Osei Tweneboah
*Assist. Professor of Data Science -
Ramapo College of New Jersey*

LEARNING METHODS

- On Campus (In-Person)
- Live-Online

CERTIFICATION

Upon completing the program,
you will earn a certificate as a:

- Certificate in Data Science and
Business Analytics.