



EMBA

EMBA10

ANALYTICS

Syllabus

16-17 October 2021



COURSE DESCRIPTION AND GOALS

In today's competitive business environment understanding the relationships between business and economic factors, forecasting trends and appreciating the risks resulting from management actions can be sources of competitive advantage. Decisions are usually taken under considerable uncertainty and time pressure. Therefore, managers need to be able to grasp the range of uncertainty rapidly and make rational decisions that exhibit both flexibility and robustness.

This course aims to offer an introduction to computer-based models and their use in structuring information and supporting managerial decisions. The course emphasises problem formulation and interpretation of results and uses substantive problems to illustrate the methods. It also conveys an appreciation for the extraordinary scale and complexity of the information needed to manage effectively and demonstrates how decision models can serve to organise this information and provide tools for analysing and improving the decision process.

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Educational Objectives

There are three main objectives in this course:

1. To teach you the most frequently used quantitative methods for analyzing data and solving decision problems.
2. To use these methods to solve a number of business cases from a variety of contexts.
3. To learn how to use Excel spreadsheets and other software to implement these quantitative methods. Specifically, the course aims to equip you with specific skills in the areas of Data Analysis (summarising data, regression analysis), and Dealing with uncertainty (risk analysis). You will be exposed to state-of-the art software and are expected to reach “end-user” level of modelling competence. This means that you should be in a position to deal with a messy real life project, recognise the areas where business analysis can add value, select appropriate types of analyses and apply them in a small-scale, quick-turnaround fashion.

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Learning outcomes

Upon completing this course, you should be able to:

1. Develop analytical skills in structuring and analyzing business decision problems.
2. Build analytical models for a variety of problems in a number of functional areas.
3. Understand usefulness and limitation of selected techniques.
4. Use software to generate computer solutions of the models.
5. Demonstrate skills in communicating the analysis and results of business decision problems and to work as a member of a team.
6. Use the knowledge gained from this course to continue life-long learning in decision technologies to aid business decision making.

SCHEDULE

3 days:

1-day asynchronous

2 days in Lugano, Saturday and Sunday 16-17 October 2021

PRICE: 3000chf

PRICE MEMBERSHIP VSV-ASG: 2700chf

CREDITS: 24

CREDITS ECTS: 4



PROF. KOSTIS CHRISTODOULOU

Kostis Christodoulou is an Adjunct Associate Professor at London Business School and has been teaching courses on Data Analytics, Risk Management, and Financial Modelling to MBA students and business executives at London Business School, City University Business School- where he received the MBA teaching award- and at the ALBA Graduate Business School. He holds a Ph.D. in Decision Sciences from London Business School, an M.Sc. in Mathematics & Operations Research from the London School of Economics, and a BA in Mathematics & Computer Science from Swarthmore College and his research has been published in the Telecommunications Policy, the Journal of the Operational Research Society, and Technological Forecasting & Social Change.

He was previously Director of Finance at the private equity firm Curzon Consulting. Before that that he was Director of Consulting Services at Velti SA, the first Greek technology firm to list in NASDAQ, and also worked at McKinsey & Co with telecoms and financial services clients. During 2007-2009, he was a member of the board of the Greek Energy Regulator (RAE)