LEADERSHIP INSTITUTE

Bootcamp:
Big Data

UTSA

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BOOTCAMP: BIG DATA

The Executive Education Leadership Institute, at the University of Texas at San Antonio, features a range of dynamic and innovative programs to meet the needs of aspiring professionals and business leaders in the San Antonio community.

Our **Leadership Institute Bootcamps** explore an area of business focus for professionals looking to develop their skills and abilities. Participants will enhance their understanding of key concepts, and gain tools to apply learning when back on the job.

Program Overview

The Big Data Bootcamp considers that on average over 249 billion emails are sent and over one billion online searches are completed every day. Each email or online search creates a piece of data, which is collected and contributes to what is referred to as big data.
The magnitude of big data is hard to comprehend, and organizations lag in both understanding the implications of big data for their company, and how to harness data to improve organizational performance.

Eligibility

Programs are open to all aspiring leaders in the San Antonio area who want to:
- **Develop** awareness and a deeper understanding of Big Data
- **Learn** the properties of data, as well as the strategies and common pitfalls of looking at data analytically
- **Identify** tools they can take back to their organizations to employ these concepts

Cost

Early Bird Until May 2, 2020
- $950 All registrants

After May 2, 2020
- $1,100 For-Profit
- $1,000 Not-for-profit, groups, small businesses and UTSA EMBA Alumni

Includes:
- Tuition
- Course materials
- Digital Badge and UTSA Continuing Education Units (CEUs)
- Parking at UTSA
- Gourmet snacks and refreshments

Sessions

UNDERSTANDING THE BASICS OF DATA ANALYTICS
Become data aware and expand your knowledge and understanding of the properties of data. Consider data in new and novel ways, while examining the strategies and common pitfalls of analyzing data. To encourage real-time learning, you will have the opportunity to practice critical data analysis techniques with examples using real data.

BUSINESS ANALYTICS AND BIG DATA
Big Data is more than a passing trend; it is fundamentally changing the way that organizations do business. During this session, you will explore fundamental big data concepts, technologies, platforms and methods. Practical examples with real data encourage real-time learning and will challenge you to practice critical data analytics techniques.

UTILIZING DATA ANALYTICS TO CAPTURE VALUE FOR YOUR BUSINESS
Building on previous workshops, you will focus on how big data can inform important decisions in an organization. Discuss the integration of big data into business analytics and consider how to leverage big data into your current work. The session also presents challenges of analytics, machine learning concepts and artificial intelligence.

Registration

Register online: **http://bit.ly/2vmzEhR**
For our discount code, please contact **execed@utsa.edu** or call **210.458.4778**.

Dates and Times

Classes are from 4–7:30 p.m.
- Thursday, July 2, 2020
- Thursday, Aug. 6, 2020
- Thursday, Sep. 3, 2020

Location

Business Building (BB) 1.01.20
Main Campus, One UTSA Circle
San Antonio, TX 78249

Commitment

The overall time commitment is estimated at 8–10 hours a month, including one 3.5-hour class. You must commit to attending all classes and completing assignments.

Facilitator

MAX KILGER, PH.D.
Kilger has extensive experience teaching and researching in the areas of big data, new research methodologies, relationship of people to digital technology, cybersecurity, social structure of the hacking community, and cyberterrorism. Kilger is a frequent national and international speaker to law enforcement, the intelligence community and military commands, as well as information security forums, and he is a founding and former board member of the Honeynet Project—a not-for-profit international information security organization.

Interested in additional workshops, bootcamps, certificates or coaching options?
Visit **execed.utsa.edu** for more information.

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