

**EXECUTIVE EDUCATION**

# LEADERSHIP INSTITUTE



**UTSA**

The University of Texas at San Antonio  
College of Business

# LEADERSHIP INSTITUTE

## 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 Nov. 30, 2020

- \$1,049 All registrants

#### After Nov. 30, 2020

- \$1,199 For-Profit
- \$1,099 Not-for-profit, groups, small businesses and UTSA EMBA Alumni

Includes:

- Tuition
- Course materials
- 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](mailto:execed@utsa.edu) or call **210.458.4778**.

**Interested in additional workshops, bootcamps, certificates or coaching options?**

Visit [execed.utsa.edu](http://execed.utsa.edu) for more information.

### Program Delivery



12 hours, instructor-led

### Dates and Times

Classes are from 9 a.m.–1 p.m.

- Saturday, Jan. 30, 2021
- Saturday, Feb. 13, 2021
- Saturday, Feb. 27, 2021

### Commitment

Participants should anticipate 1-2 hours of preparation for each 4-hour class and are expected to complete all course assignments.

### Facilitator



#### WENBO WU, PH.D.

Wu received his Ph.D. in Statistics from University of Georgia in 2015. His active research areas include high-dimensional data modeling and inference, dimension reduction, variable selection and causal inference. Wu also collaborates with researchers in other domains such as Finance, Marketing, Engineering, and Computer Science. Wu has established a good publication record in high-ranking journals and teaches both undergraduate and graduate level statistics and data analytics courses.



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