



RUTGERS

Rutgers Business School
Executive Education

Mini-MBA: Data Driven Management



Career success in the data space requires far more than just gathering and presenting data. It requires the ability to analyze and monetize data to make decisions and design goals that positively impact the organization. Simply put – it's not the data but how you use it.

Our *Mini-MBA: Data-Driven Management* provides business leaders with the knowledge, tools, and techniques to manage and use data to accelerate business opportunities in an evolving data landscape. Data management professionals will learn to complement important technical skills with the business tools and language to partner as a cross-functional thought leader.

What will you learn?

- Current trends and laws around privacy and ethics
- Gain insights into data using statistical concepts to form hypothesis testing
- How to communicate the story of data to others in the organization
- Corral data inputs from a wide variety of sources using model creation, testing, and operationalization

PROGRAM BENEFITS

- A unique opportunity for experienced professionals to learn how to complement technical skills with data-driven business strategy
- A curriculum led by industry experts who bring thought leadership and business strategy to real-world application. Gain new skills and permanently expand your professional network with these expert resources
- Learn in a rigorous university environment and earn a program certificate as well as academic credits that can be applied toward future education goals

PROGRAM OUTCOMES

- Efficiently “mine” through data for information that will be impactful in your organization. Invest in the right team, and choose effective data acquisition tools for maximum returns
- Become a business partner across your organization by communicating opportunities and identifying the commercial impact of strategically applying data outputs to market goals
- Articulate the critical importance of investment in modern data tools and processes to efficiently acquire current, relevant data. Quantify the ROI of data management on business results

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