EMORY
GOIZUETA BUSINESS SCHOOL

Emory Executive Education

# DATA-DRIVEN LEADERSHIP AND DIGITAL TRANSFORMATION

Certificate Series

# Table of Contents

"We continue to develop principled and impactful leaders and entrepreneurs, foster innovation for a data and technology-driven world, and grow a global presence fueled by local synergies. Our faculty push boundaries, providing new solutions to longstanding challenges and adapting time-tested approaches to solve new problems."

GARETH JAMES,
John H. Harland Dean of Goizueta Business School

Top-20 Business School by U.S. News & World Report, Businessweek, Financial Times (Degree Programs)

## Emory University Goizueta Business School

Established in 1919, Emory University Goizueta Business School is steeped in a rich tradition of success and service. It calls for visionary thinkers and innovators to transcend conventional business norms and propel enterprises towards monumental achievements.

Every day, our participants and faculty break boundaries, not settling for the status quo but striving to create a better future. Amidst the dynamic business landscape, we aim to leave a lasting impact, to excel, build, innovate, and inspire.

Our focus extends beyond the present; we envision the future, transcending industries and borders. Our mission is to spark novel ideas, businesses, strategies, and methodologies.

By harnessing the nexus of data, technology, and management, we cultivate leaders who leverage AI, data science, and technology alongside business fundamentals to lead strategically and think analytically, always anticipating and adapting to the business world.

## Where Business, AI, and Data-Driven Decisions Intersect

Imagine stepping into a business landscape where the click of a pixel holds more influence than a handshake, and a virtual thread can impact a deal more significantly than an in-person meeting.

Digital transformation is **not just revolutionizing industries; it's defining them.** The desire for change in the operational and strategic paradigms of companies is palpable, yet the path to transformation is fraught with uncertainty. For leaders, it's a matter of staying ahead of the curve—or risk being left behind.

In an era where the currency of choice is innovation and the market currency is data, leaders face an unprecedented array of challenges. From grappling with digital disruption to harnessing the power of artificial intelligence, the modern business world demands a new level of strategic acumen and technological fluency.

**In theory, the data should help, but in reality, it is having the opposite effect:**

# 97%

of people want help from data, but 86% say the volume of data is making decisions in their personal and professional lives much more complicated.

**The influx of data is hurting business performance:**

# 91%

of business leaders say the growing number of data sources has limited the success of their organizations and 73% admit their lack of trust in data has stopped them from making any decision at all.

## Who and where to turn to:

# 93%

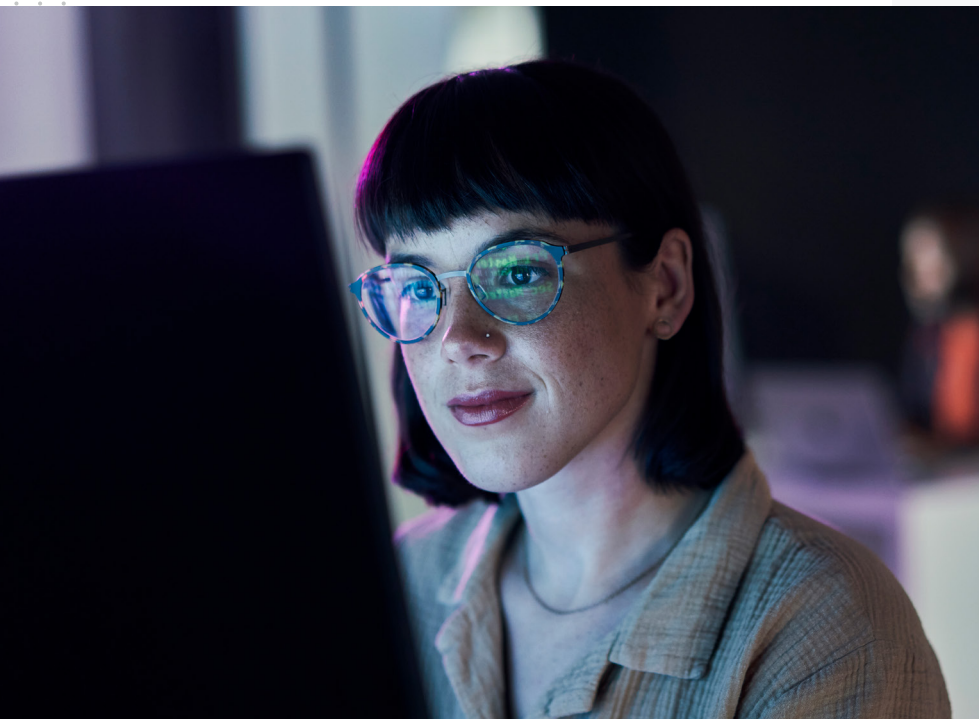of people say the way they make decisions has changed over the last three years.

................................................

**39%** Now only listen to the sources they trust

**34%** Are delaying making any decisions at all

**32%** Consult friends

**29%** Rely on gut feelings

How Data Overload Creates Decision Distress - Decision Dilemma Global Study, 2023, Oracle.

## Data-Driven Leadership & Digital Transformation Certificate Series

Each non-degree program is thoughtfully structured to include three courses: two required courses and one elective option, ensuring a comprehensive learning experience you can tailor to your career.
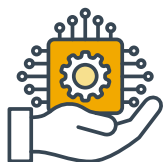
To customize your educational path, a required course in one program could potentially serve as an elective in another.

Earning a certificate of completion requires learners to complete all three 4-week courses associated with their program of interest within a year, a 12-month window designed to encourage focus and engagement. You can access your coursework at any time, when it is most convenient for your schedule, with the online learning environment designed for working professionals.

Participants who complete the program will earn a digital Emory Executive Education badge to showcase their credentials and valuable skills learned.

For those eager to expand their knowledge even further, there is the option to enroll in additional courses at a reduced fee.
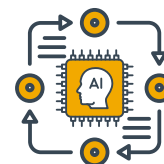
All certificate programs are accessible three times a year, a year - fall, spring, and summer - providing multiple opportunities to engage and excel.

LEADING DIGITAL TRANSFORMATION

DRIVING ROI WITH ANALYTICS

LEVERAGING AI FOR BUSINESS SUCCESS

## Empowering Leaders to Navigate the Digital Future

In a world where digital disruption is the new normal, the online Leading Digital Transformation Certificate equips forward-thinking mid-level managers, business owners, and senior leaders with the essential skills and insights to steer their organizations through digital challenges and opportunities.

This program dives deep into transforming traditional business models to thrive in the digital era, making it perfect for professionals seeking to bolster their strategic digital capabilities.

## Program Overview

The 12-week Leading Digital Transformation Certificate provides a comprehensive exploration of the strategic, technological, and leadership dimensions critical for driving digital innovation and change. Over two core courses and one elective, participants will learn to harness digital technologies to build resilient, agile business strategies that anticipate and lead market trends.

## Required Courses

**Digital Disruption and Transformation:**
This core course lays the groundwork by analyzing the forces behind digital disruptions and how they can be leveraged to create competitive advantage and new opportunities for growth.

**Technology and Strategy:**
Explore the alignments between business strategies and emerging technologies and understand how to integrate them seamlessly into business operations for optimal performance.

## Electives (Choose One)

**Data Visualization:**
Dive into the art and science of presenting data. Learn how compelling visualizations can facilitate better decision-making and storytelling in a business context.

**Applications of AI in Business:**
This course dives into the applications of artificial intelligence in business contexts. Envision and implement AI technologies for competitive edge, augmented decision-making, and to pioneer business innovation.

## Learning Objectives

Participants of the Leading Digital Transformation program can expect to:

- Understand the landscape of digital disruption and identify opportunities for innovation within their industry.

- Develop strategies to lead and manage digital transformation initiatives effectively.

- Gain insights into aligning business strategies with the latest digital technologies for enhanced operational agility.

## Faculty

### Anandhi Bharadwaj, PhD

Digital Disruption and Transformation
**Faculty Director Bio**

### Benn R. Konsynski, PhD

Technology and Strategy
**Professor Bio**

### Jesse Bockstedt, PhD

Data Visualization
**Professor Bio**

### David Schweidel, PhD

Applications of AI in Business
**Professor Bio**

## Program Details

### 3
NUMBER OF COURSES

### 12 WEEKS
PROGRAM DURATION

### $5,832
TOTAL COST

- **Duration:**
  12 weeks, 100% online.

- **Course Schedule:**
  Three courses lasting 4 weeks each, 6 learner hours per week with assignments, and 1 webinar. Participants must complete all requirements within a 12-month period..

- **Certificate Structure:**
  Comprehensive curriculum with a blend of required courses and electives

- **Start Date:**
  October 1, 2024

- **Frequency:**
  Spring, summer, and fall sessions.

- **Required Courses:**
  Digital Disruption and Transformation, Technology and Strategy

- **Electives:**
  Choose between Data Visualization or Applications of AI in Business to tailor your learning experience to your career needs

## Who Should Take This Program?

This program, anchored by leading academics and practitioners, sets a solid foundation for professionals aiming to position themselves and their organizations at the forefront of the digital revolution.

Transform your approach to rapid change and lead with confidence in an increasingly digital world.

Participants who complete the program will earn a digital Emory Executive Education badge to showcase their credentials and valuable skills learned.

## Registration Details

This program is open to all interested individuals, and prospective participants are not required to apply. Contact a learner success team member at 404-445-2727 to be guided through the registration process by a dedicated program representative or enroll on your own by visiting https://execed.goizueta.emory.edu/enroll-now/.

## Overcome the Decision Dilemma. Drive Growth with Data-Driven Business Decisions

Data doesn't just tell you what has happened. It's a roadmap to understanding and predicting what is to come and empowers business leaders to make to make informed, impactful decisions that drive growth and create lasting value.

The online Driving ROI with Analytics Certificate is more than an academic credential; it's the knowledge conduit that can transform your career potential and your company's growth by equipping you with the tools to identify, understand, and apply data-driven insights.

For experienced professionals seeking to refresh their strategies with modern data analytics approaches, or entrepreneurs determined to lead the next wave of innovation, this certificate program navigates a domain critical to shaping sustainable growth and success.

## Program Overview

Tailored for individuals with a keen eye for strategic implications, this 12-week certificate helps to illuminate the path towards optimizing business performance through the lens of analytics.

Business owners, transformation leaders, and professionals with a growth-centric agenda will benefit from a blend of cutting-edge theoretical knowledge and practical learning techniques.

## Required Courses

### Leveraging Analytics for Growth:

This foundational course navigates the intricate landscape of using analytics to foster growth. Over the course of several dynamic sessions, you will foster a customer-centric approach to data, learn to evaluate ROI effectively, and discover the potency of the Customer Equity Framework in steering data-driven growth strategies.

### Data Analytics for Leaders:

Dive deep into insights from the frontline of business analytics as you take an in-depth exploration of analytic methodologies and their application in real-world scenarios. This course spans from the strategic deployment of data within organizations to fostering an analytical mindset for decision-makers. You will emerge adept at integrating data analytics into your strategic vision, operations, and innovation framework.

## Electives (Choose One)

**Applications of AI in Business:**
This course dives into the applications of artificial intelligence in business contexts. Envision and implement AI technologies for competitive edge, augmented decision-making, and to pioneer business innovation.

**Data Visualization:**
understand the importance of data visualization in communication and decision-making. Learn the art of creating compelling visual representations that support strategic business goals and narratives.

## Learning Objectives

By the end of the Driving ROI with Analytics Certificate, you can expect to:

- Understand the strategic implications of data for your business and identify specific areas for implementation.

- Grasp tools and techniques for ROI evaluation in the context of adopting analytics solutions.

- Master the importance of nurturing an analytics mindset within the organizational culture.

- Learn to integrate data analytics into strategic vision, operational efficiency, and innovation processes.

- Discover the spectrum of analytics and appreciate the significance of data governance.

## Faculty



### David Schweidel, PhD

Leveraging Analytics for Growth
Applications of AI in Business
**Faculty Director Bio**



### Rajiv Garg, PhD

Data Analytics for Leaders
**Professor Bio**

## Program Details

### 3
NUMBER OF COURSES

### 12 WEEKS
PROGRAM DURATION

### $5,832
TOTAL COST

- **Duration:**
  12 weeks, 100% online.

- **Course Schedule:**
  Three courses lasting 4 weeks each, 6 learner hours per week with assignments, and 1 webinar. Participants must complete all requirements within a 12-month period.

- **Certificate Structure:**
  Comprehensive curriculum with a blend of required courses and electives

- **Start Date:**
  October 1, 2024

- **Frequency:**
  Spring, summer, and fall sessions.

- **Required Courses:**
  Leveraging Analytics for Growth, Data Analytics for Leaders

- **Electives:**
  Choose between Data Visualization or Applications of AI in Business to tailor your learning experience to your career needs

## Who Should Take This Program?

The Driving ROI with Analytics Certificate is an invaluable resource for seasoned professionals aiming to revitalize their strategic approach with modern data analytics and for entrepreneurs poised to pioneer innovation.

By fostering a deeper understanding of data narratives, this program equips you with the analytical tools needed to make informed decisions, evaluate ROI effectively, and integrate data-driven insights into your strategic vision. Whether you're seeking to refine your company's growth strategies or enhance your career potential through advanced analytics knowledge, this certificate offers the roadmap to navigating the complexities of data-driven business environments and achieving competitive advantage.

Participants who complete the program will earn a digital Emory Executive Education badge to showcase their credentials and valuable skills learned.

## Registration Details

This program is open to all interested individuals, and prospective participants are not required to apply. Contact a learner success team member at 404-445-2727 to be guided through the registration process by a dedicated program representative or enroll on your own by visiting https://execed.goizueta.emory.edu/enroll-now/.

## Innovate, Integrate, Inspire: AI for Business Leadership

Artificial intelligence is redefining the business environment at unprecedented speed. The online Leveraging AI for Business Success Certificate teaches leaders, entrepreneurs, and senior executives the key skills and knowledge to navigate the complexities of AI.

This program provides a profound dive into harnessing AI and machine learning technologies to transform traditional business models, making it the perfect choice for professionals looking to enhance their strategic capabilities with AI and position themselves at the forefront of the AI revolution.

## Program Overview

The 12-week Leveraging AI for Business Success Certificate provides a thorough exploration of the strategic, technological, and leadership aspects vital for driving AI innovation and application.

Through three carefully crafted courses (two required and one elective), participants will learn to use AI technologies to build resilient, agile business strategies that stay ahead of the market trends.

## Required Courses

### AI & Machine Learning:
This course lays the foundation by demystifying AI and machine learning principles and their applications in the business context.

### Applications of AI in Business:
Explore a broad range of AI applications, and understand how they can be integrated seamlessly into business operations for optimized performance and cost-reduction.

## Electives (Choose One)

### Data Visualization:
Delve into the principles of effective data visualization. Uncover how compelling visualizations can facilitate improved decision-making and storytelling in the context of AI and big data.

### Developing a Culture of Experimentation:
Equip yourself with essential tools to embed experimentation as a fundamental practice within your organization. Participants learn how to discern causality in decision making, key principles of conducting experiments, and foster a workplace culture that prioritizes learning from failures and promotes curiosity and systematic inquiry.

## Learning Objectives

Participants of the Leveraging AI for Business Success Certificate can expect to:

- Develop a clear understanding of the AI landscape and identify opportunities for innovation within their sector.

- Create strategies to lead and manage AI and machine learning initiatives efficiently.

- Gain insights into integrating AI applications with business strategies for enhanced operational agility.

- Master the principles of data visualization to communicate AI-driven insights and steer strategic decisions.

- Develop an understanding of how AI can help future-proof their business or career prospects.

## Faculty

### Jesse Bockstedt, PhD

AI & Machine Learning, Data Visualization
**Professor Bio**

### Ryan Hamilton, PhD

Developing a Culture of Experimentation
**Professor Bio**

### David Schweidel, PhD

Applications of AI in Business
**Professor Bio**

## Program Details

### 3
NUMBER OF COURSES

### 12 WEEKS
PROGRAM DURATION

### $5,832
TOTAL COST

- **Duration:**
  12 weeks, 100% online.

- **Course Schedule:**
  Three courses lasting 4 weeks each, 6 learner hours per week with assignments, and 1 webinar. Participants must complete all requirements within a 12-month period.

- **Certificate Structure:**
  Comprehensive curriculum with a blend of required courses and electives

- **Start Date:**
  October 1, 2024

- **Frequency:**
  Spring, summer, and fall sessions.

- **Required Courses:**
  AI & Machine Learning, Applications of AI in Business

- **Electives:**
  Choose between Data Visualization or Developing a Culture of Experimentation to tailor your learning experience to your career needs

## Who Should Take This Program?

The Leveraging AI for Business Success Certificate is designed for forward-thinking leaders, entrepreneurs, and senior executives eager to master the wave of change brought by AI in the business landscape.

Suited for professionals aiming to amplify their strategic prowess with cutting-edge AI insights, this certificate equips you to not only understand the AI landscape but to also lead and manage AI initiatives with confidence and strategic acumen.

Participants who complete the program will earn a digital Emory Executive Education badge to showcase their credentials and valuable skills learned.
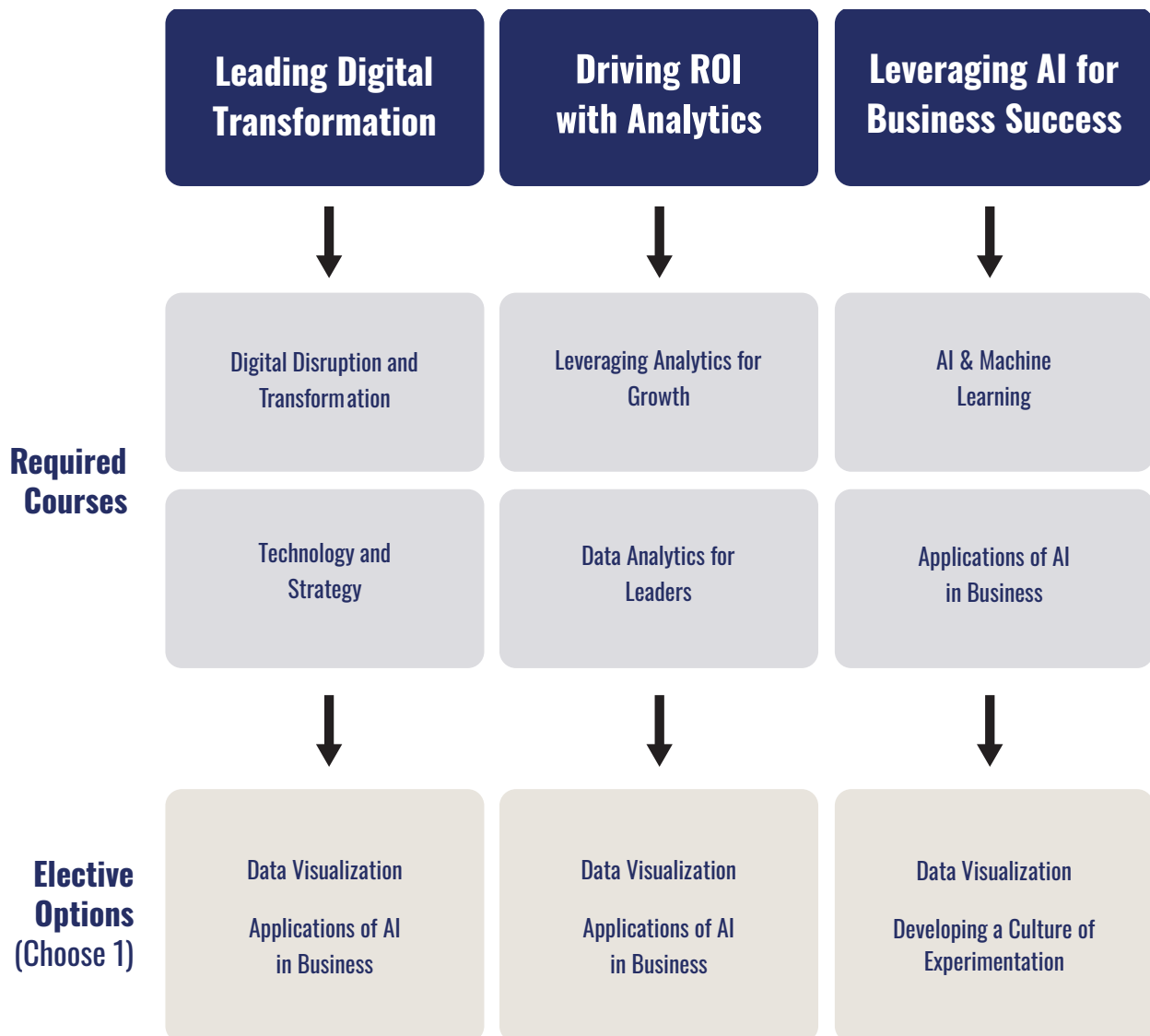
## Registration Details

This program is open to all interested individuals, and prospective participants are not required to apply. Contact a learner success team member at 404-445-2727 to be guided through the registration process by a dedicated program representative or enroll on your own by visiting https://execed.goizueta.emory.edu/enroll-now/.

To successfully complete your program of choice, you must complete two required courses as well as one elective from the options provided.

Additionally, you have the opportunity to enroll in additional courses at a discounted fee, allowing you to expand your knowledge further and enhance your learning experience.

| Leading Digital Transformation | Driving ROI with Analytics | Leveraging AI for Business Success |
|---|---|---|

**Required Courses**

| | | |
|---|---|---|
| Digital Disruption and Transformation | Leveraging Analytics for Growth | AI & Machine Learning |
| Technology and Strategy | Data Analytics for Leaders | Applications of AI in Business |

**Elective Options (Choose 1)**

| | | |
|---|---|---|
| Data Visualization<br><br>Applications of AI in Business | Data Visualization<br><br>Applications of AI in Business | Data Visualization<br><br>Developing a Culture of Experimentation |

Certificates are open to all interested individuals, and prospective participants are not required to apply. Contact a learner success team member at 404-445-2727 to be guided through the registration process by a dedicated program representative or enroll on your own by visiting https://execed.goizueta.emory.edu/enroll-now/.

## Fee Reductions

Corporate and group enrollment opportunities are available. Group enrollments are priced according to the size of the cohort. Contact a learner success representative for more information.

## Payment Options

Payments can be made by credit card, wire transfer, or through a payment plan. Credit card payments must be paid in full five days prior to the program start date.

Payment plans are available. Participants choosing to use a payment plan will not be able to automatically enroll in the program and will need to work with a learner success representative to complete the enrollment process. Payment plans require full tuition to be paid no later than five days before the class start date.

Corporate tuition assistance and reimbursement are accepted. Fees must be paid five days prior to the end of class.

Reductions are valid off the standard fee rate of the listed programs offered through Emory Executive Education at Emory University's Goizueta Business School with online administration by Bisk. Reductions are not stackable with other reductions, and you may not use them in conjunction with other reductions.

# Emory Executive Education

## 404-445-2727

## https://execed.goizueta.emory.edu/enroll-now/