



Australia's  
Global  
University

In today's competitive and ever-evolving landscape, effective use of data is critical to deliver value for your organisation, its stakeholders and its customers. This course will explore what it means to be a data-driven organisation, building the tools and skills to drive your own transformation and increase adoption of data analytics to make more informed business decisions.

Over approximately 14 hours, delivered across two weeks of live virtual workshops and action learning, you will develop an understanding of how to plot your organisation's course, navigating the challenges and realising the opportunities.

### What you will learn

You will take part in a series of online modules, comprised of virtual workshops, action learning and coaching to build the technical and professional skills required to:

- Understand the benefits and challenges of data-driven organisations
- Explore the role of the data platform
- Assess the analytical maturity of your organisation to determine capability gaps
- Develop a practical plan for your organisation's transition
- Address pitfalls and overcome obstacles to drive transformation
- Apply the Data Ethics Framework to understand and navigate ethical issues

# DEVELOPING DATA STRATEGY

AGSM @ UNSW Business School

## KEY DETAILS

2 CEMD Points

14 hours, over a 2-week  
virtual learning journey

\$1,694 (inc. GST)



UNSW | AGSM   
Business School

## Who should attend

This course is designed for anyone looking to gain an understanding of how to make better use of data in their organisation or commence the transformation to a data-driven business.

## How you will learn

Led by a data scientist and entrepreneur who has helped many organisations to create competitive advantages using data, you will take part in live virtual workshops, interspersed with action learning and coaching to upskill you as a 'data-driven' professional, ready to take on the challenges of today's dynamic environment.



Over two weeks, you will take part in 14 hours of online learning and live workshops.



You will utilise the AGSM Navigator, a custom-built platform designed to work with your existing social and communication tools, like WhatsApp and Zoom.



Virtual workshop sessions bring a real-time, social learning environment to you, where you can share challenges and experiences, learn from your peers and your expert facilitator, and build a community of practice.



In between the workshop sessions, you will take part in a range of supported learning experiences independently and with the group to develop and embed learning.



To maintain the interactivity and ensure participants can achieve their outcomes, each workshop is limited to 25 participants.

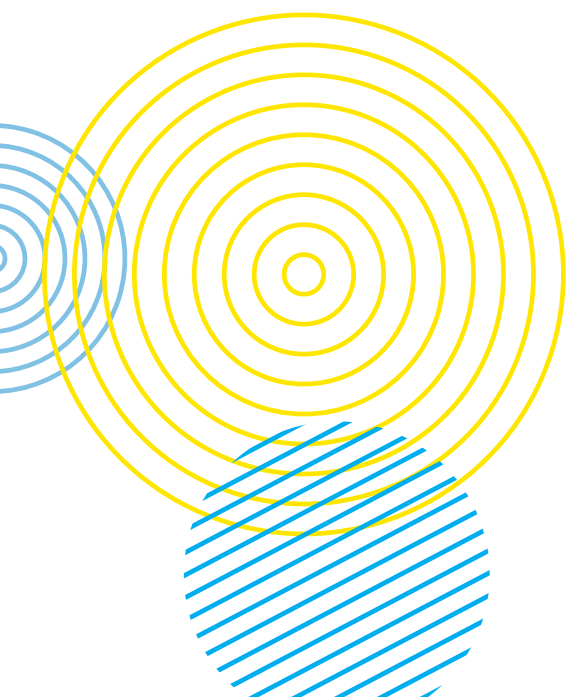


**Find out more**

AGSM Short Courses

E: [enquiries@agsm.edu.au](mailto:enquiries@agsm.edu.au)

W: [www.agsm.edu.au/virtual](http://www.agsm.edu.au/virtual)



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