

Business Analytics



Business Analytics Drives Innovation

Scouting technology fields, optimizing product value
and digital transformation

Dynamic changes in markets such as globalization, increasing competition, dynamic customer needs, game changers and the increasing complexity of products and technologies are decisive challenges for companies. The key to success is a long-term and forward-looking corporate orientation, combined with the successful implementation of the operating business. Therefore, companies have to deal with the future, understand the present, and learn from the past.

The module Business Analytics Drives Innovation provides a solution for these issues. Participants will be taught the basic techniques of business analytics in order to derive emerging technologies, new products, services, business models or process innovations. The learning goals are primarily aimed for the areas of technology foresight, company development as well as customer and product management. Results will be evaluated individually and will be used to optimize internal business processes. You will have the possibility to exchange ideas with employees of other companies and discuss challenges, different approaches and possible solutions.

In addition to the presentation and discussion of analytical techniques, the participants will be able to apply selected applications in a specific manner as well as understand and select the underlying data-bases. The module is divided into three parts of "Business Analytics Drives Innovation":

- Innovation by Technology Push
- Innovation by Market Pull and
- Innovation by Digital Model

Unlike other modules that focus on business analytics, we use analytics techniques to generate innovations and not to develop industry 4.0 applications (for example predictive maintenance). These fields of applications are still quite new and they are getting increasingly popular in industries and the public sector.



Prof. Dr. Leo Brecht

Director of the Institute of Technology and Process Management
leo.brecht@uni-ulm.de



Bujar Ramosaj, M.Sc.

Tutor
bujar.amosaj@uni-ulm.de

What is the course all about?

- Innovation by Technology Push: Technology and Innovation Management (TIM), individual cases. Scout for future innovation and technology fields using analytical applications
- Innovation by Market Pull: Product and Portfolio Management (ProMM), competitors and customer analytics, individual cases. Optimize your product portfolio using customer analytics
- Innovation by Digital Models: Agile strategy design for digital transformation

What am I going to learn?

- You will learn to apply basic techniques of Business Analytics in order to derive emerging technologies, create a better understanding of customer demands and optimize business processes by digital transformation
- The participants will be trained to apply selected applications to specific company requirements
- In Break-Out-Sessions you will learn which technologies will be relevant in the future and how to enter into new markets
- You will learn how to study your costumers as well as competitors and to position your products in the right way
- You will understand the methods to develop a digitalization strategy for your company

Who is the course designed for?

- Professionals responsible for technology foresight, business development, business strategy as well as customer and product management
- English-speaking professionals from other countries working or planning to work in the region
- German employees who intend to learn about Business Analytics and improve their English at the same time

Learn setting

- 6 ECTS
- Self-study with learning material that is offered on a learning platform (script, videos, interactive exercises)
- Online-seminars (webinars)
- Possibility of thematic exchange in an online forum
- 3 days of on-campus attendance
- Final written exam

Timeline

- **Deadline for registration**
15th of September 2017
- **Three days of on-campus attendance**
Thursday, the 09th of November 2017
Thursday, the 14th of December 2017
Thursday, the 25th of January 2018
- **Written exam** (on-campus)

Participation fee

390,-- Euros

Advanced Professional Studies at Ulm University? What's in it for me?

We are offering a small selection of all our courses also in English language:

SAPS

School of Advanced Professional Studies

Engineering	Business administration/ process management
Signals and Systems	Introduction to Business Administration
Management Aspects of Systems Engineering I	Strategic Process Management
Management Aspects of Systems Engineering II	Business Analytics Drives Innovation
Design Methodology of Embedded Systems	Soft Skills
Sensor Principles and Integrated Interface Circuits	Technical Presentation Skills
Wireless Sensor Networks	

- A course is split into approximately 80% online studies (flexible in terms of space and time) and 20% on-campus time at the university.
- The technical learning environment has been designed according to the needs of students who work full-time.
- Learning units can be adapted to the time available (e. g. online-seminars in the early evening, small quantities of time, few mandatory on-campus phases...). Pace of study is individual.

Contact Person

Dipl.-Soz. Ursula Müller, MBA
ursula.mueller@uni-ulm.de
School of Advanced Professional
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Don't miss the opportunity of discovering new learning experiences with us! Be open to new professional trajectories and enhance your career!

Register online till the 15th of September 2017

www.uni-ulm.de/en/einrichtungen/saps/

Ulm University

School of Advanced Professional Studies
Albert-Einstein-Allee 45
89081 Ulm | Germany
phone.: +49 (0)731 50-32402

www.uni-ulm.de/saps
saps@uni-ulm.de



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