



DATA MANAGEMENT AND BUSINESS INTELLIGENCE

Certificate in Big Data for Managers

Course code: DMBI-014

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Big Data has become a strategic asset that helps organizations improve decision-making, enhance customer experience, reduce costs, and identify new growth opportunities. Managers do not need to be data scientists, but they must understand how data creates value, supports strategy, and drives competitive advantage. This course provides participants with practical knowledge of Big Data concepts, business applications, analytics processes, and leadership approaches for data-driven organizations.

Why Attend

This course uses an interactive and practical approach through presentations, business case studies, group discussions, dashboards, strategy workshops, and real organizational examples.

Who Should Attend

Managers and Executives
Department Heads
Business Leaders
Strategy Professionals
Project Managers
Digital Transformation Teams
Anyone involved in data-driven decision-making

— Learning Objectives

- Understand Big Data concepts and business relevance
- Learn the data analytics lifecycle from discovery to action
- Identify opportunities for data-driven decision-making
- Understand structured and unstructured data sources
- Explore cloud and digital platforms supporting Big Data
- Apply Big Data use cases across industries
- Address privacy, governance, and ethical considerations
- Build strategies for creating value from data assets

— Course Outline

DAY
1

Foundations of Big Data for Business Leaders

- Meaning of Big Data and why it matters
- Characteristics of Big Data: volume, velocity, variety, value
- Role of managers in data-driven organizations
- Big Data trends reshaping industries
- Understanding the business value of data
- Challenges and opportunities in Big Data adoption

DAY
2

Data Analytics Lifecycle and Business Application

- Stages of the analytics lifecycle
- Discovery and business problem definition
- Data preparation and quality management
- Model planning and analytical thinking
- Model creation and validation concepts
- Communicating insights to decision-makers
- Moving analytics from planning into operations

DAY
3

Big Data for Value Creation

- Data-driven decision-making frameworks
- Structured, semi-structured, and unstructured data
- Internal and external data sources
- Cloud computing and scalable data platforms
- Financial value creation through data insights
- Non-financial value: customer service, efficiency, innovation
- Workshop: Identify data opportunities in your business

DAY
4

Big Data Use Cases and Industry Lessons

- Big Data applications across sectors
- Marketing and customer analytics
- Supply chain and operational analytics
- HR and workforce analytics
- Risk management and fraud detection
- Lessons learned from successful implementations

- Data as a strategic organizational asset

DAY
5

Governance, Privacy, and Future Readiness

- Data storage, sharing, and accessibility strategies
- Data privacy regulations and compliance principles
- Ethical use of analytics and AI

- Monetising data and revenue generation opportunities
- Building a data culture within organizations
- Future trends in Big Data and automation
- Final case study and management action plan

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Istanbul - Türkiye	€1,425
12 - 16 October 2026	Kuala Lumpur - Malaysia	€1,400
9 - 13 November 2026	Amsterdam - Netherlands	€2,125
16 - 20 November 2026	London - United Kingdom	€2,100
7 - 11 December 2026	Kuala Lumpur - Malaysia	€1,400
14 - 18 December 2026	Amsterdam - Netherlands	€2,125
21 - 25 December 2026	London - United Kingdom	€2,100
11 - 15 January 2027	Munich - Germany	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.