



## CAS Data-Driven Organization

### Weiterbildung Wirtschaft

Terminplan von Mai bis Oktober 2022\*

Version 04.05.2022

KW 19	Datum	Zeit	Thema	Dozierende	Lekt.	
<b>Digitization, Digitalization &amp; Digital Transformation: The Need for Data-Driven Organizations</b>						
	Mo	09.05.2022	08:30-16:30	Trends & Drivers of a Data-driven Economy Data-driven Transformation	Eric Postler (substring) Kim Oliver Tokarski (BFH)	8
	Di	10.05.2022	08:30-16:30	Data-Driven Strategy, Digital Platforms and Economics	Ferdinand Thies (BFH) Marco Peyer (Swiss Re)	8
<b>KW 20</b>						
<b>Leading a data driven Organization</b>						
	Sa	21.05.2022	08:30-16:30	Agile Leadership, HR; Critical Thinking, Risk & Quality of Data; Ethics, Dark Side & Limitations of Data; Governance and Cybersecurity	Nikolaus Obwegeser (BFH) Daniel Hürlimann (BFH)	8
<b>KW 22</b>						
<b>Operating a Data-Driven Organization</b>						
	Mo	30.05.2022	08:30-16:30	Data Management & Data Generation; Data Brokerage, Purchase of Data	Andreas Spichiger (Bundeskanzlei: DTI)	8
	Di	31.05.2022	08:30-16:30	Data and IT infrastructure; Data Structure & Data Lakes; Data Hubs & Strategic Processes; Scraping; APIs	Benjamin Adriaensen (SBB)	8
<b>KW 25</b>						
<b>Setting the Stage: Foundations of Statistics</b>						
	Mo	20.06.2022	08:30-16:30	Applied Basic Statistics for Beginners	Benjamin Freisberg (substring)	8
	Di	21.06.2022	08:30-16:30	Basics of Machine Learning & Artificial Intelligence, Methods of Decision Making	Benjamin Freisberg (substring) Nikolaus Obwegeser (BFH)	8
Sommerferien						
<b>KW 33</b>						
<b>Case Study: Data Usage in Manufacturing and Logistics</b>						
	Mo	15.08.2022	08:30-16:30	Data Analysis, Modelling & Predictive Analysis: Usage of Machine Learning & Data Science in Logistics and Production	Marc Tesch (LeanBI)	8
	Di	16.08.2022	08:30-16:30	Data Analysis, Modelling & Predictive Analysis: Manual steering of production machines vs. planning and coordination rules vs. machine learning	Marc Tesch (LeanBI)	8
<b>KW 33</b>						
<b>The role of Data in Supporting and Communicating Managerial Decisions</b>						
	Sa	20.08.2022	08:30-16:30	KPI & Dashboards & Data Visualisation	Benjamin Adriaensen (SBB)	8
<b>KW 36</b>						
<b>Case Study: Data Science in Finance and Accounting</b>						
	Mo	05.09.2022	08:30-16:30	Data Science for Accounting and Auditing & Data Analytics for Financial Statement Audits	Biljana Mladenovic (BAG)	8
	Di	06.09.2022	08:30-16:30	Process Mining, Six Sigma & Accounting Information and Enterprise Resource Planning Systems	Biljana Mladenovic (BAG)	8
<b>KW 36</b>						
<b>The role of Data in Supporting and Communicating Managerial Decisions</b>						
	Sa	10.09.2022	08:30-16:30	KPI, Dashboards & Interpretation	Benjamin Adriaensen (SBB)	8
<b>KW 37</b>						
<b>Case Study: Data and Data Technologies for Marketing Applications and Consumer Insights</b>						
	Sa	17.09.2022	08:30-16:30	Marketing Automation, Marketing Analytics & CRM	Adrian Leuenberger (Microspot)	8
<b>KW 39</b>						
<b>Building and Growing a Data-Driven Organization</b>						
	Mo	26.09.2022	08:30-16:30	Data-driven Business Models, Service & Product Development, Data as Innovation & Innovation as Data	Patrick Cichy (BFH) Guisepe Calabrese (Google)	8
	Di	27.09.2022	08:30-16:30	Digital and Data-driven entrepreneurship and intrapreneurship	Patrick Cichy (BFH)	8
<b>KW 41</b>						
<b>Case Study: Data Strategy and Execution</b>						
	Mo	03.10.2022	08:30-16:30	Consulting in Strategy Development; Data-driven Strategy, Structure & Culture	Martin Gutmann (isolutions)	8
	Di	04.10.2022	08:30-16:30	Agile, Strategy Development; Data-driven Strategy, Structure & Culture	Benjamin Adriaensen (SBB)	8

Abgabe Transferbericht

\* Änderungen vorbehalten