



CAS Data-Driven Organization

Weiterbildung Wirtschaft

Terminplan von Mai bis Oktober 2023*

Version provisorisch 30.09.2022

KW 19	Datum	Zeit	Thema	Dozierende	Lekt.	
Digitization, Digitalization & Digital Transformation: The Need for Data-Driven Organizations						
	Mo	08.05.2023	08:30-16:30	Trends & Drivers of a Data-driven Economy Data-driven Transformation	Eric Postler (substring) Kim Oliver Tokarski (BFH)	8
	Di	10.05.2023	08:30-16:30	Data-Driven Strategy, Digital Platforms and Economics	Ferdinand Thies (BFH) Marco Peyer (Swiss Re)	8
KW 20						
Leading a data driven Organization						
	Sa	20.05.2023	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
KW 22						
Operating a Data-Driven Organization						
	Mo	29.05.2023	08:30-16:30	Data Management & Data Generation; Data Brokerage, Purchase of Data	Andreas Spichiger (Bundeskanzlei: DTI)	8
	Di	30.05.2023	08:30-16:30	Data and IT infrastructure; Data Structure & Data Lakes; Data Hubs & Strategic Processes; Scraping; APIs	Benjamin Adriaensen (SBB)	8
KW 25						
Setting the Stage: Foundations of Statistics						
	Mo	19.06.2023	08:30-16:30	Applied Basic Statistics for Beginners	Benjamin Freisberg (substring)	8
	Di	20.06.2023	08:30-16:30	Basics of Machine Learning & Artificial Intelligence, Methods of Decision Making	Benjamin Freisberg (substring) Nikolaus Obwegeser	8
Sommerferien						
KW 33						
Case Study: Data Usage in Manufacturing and Logistics						
	Mo	14.08.2023	08:30-16:30	Data Analysis, Modelling & Predictive Analysis: Usage of Machine Learning & Data Science in Logistics and Production	Marc Tesch (LeanBI)	8
	Di	15.08.2023	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
KW 33						
The role of Data in Supporting and Communicating Managerial Decisions						
	Sa	19.08.2023	08:30-16:30	KPI & Dashboards & Data Visualisation	Benjamin Adriaensen (SBB)	8
KW 36						
Case Study: Data Science in Finance and Accounting						
	Mo	04.09.2023	08:30-16:30	Data Science for Accounting and Auditing & Data Analytics for Financial Statement Audits	Biljana Mladenovic (BAG)	8
	Di	05.09.2023	08:30-16:30	Process Mining, Six Sigma & Accounting Information and Enterprise Resource Planning Systems	Biljana Mladenovic (BAG)	8
KW 36						
The role of Data in Supporting and Communicating Managerial Decisions						
	Sa	09.09.2023	08:30-16:30	KPI, Dashboards & Interpretation	Benjamin Adriaensen (SBB)	8
KW 37						
Case Study: Data and Data Technologies for Marketing Applications and Consumer Insights						
	Sa	16.09.2023	08:30-16:30	Marketing Automation, Marketing Analytics & CRM	Adrian Leuenberger (Microspot)	8
KW 39						
Building and Growing a Data-Driven Organization						
	Mo	25.09.2023	08:30-16:30	Data-driven Business Models, Service & Product Development, Data as Innovation & Innovation as Data	Patrick Cichy (BFH) Giuseppe Calabrese (Google)	8
	Di	26.09.2023	08:30-16:30	Digital and Data-driven entrepreneurship and intrapreneurship	Patrick Cichy (BFH)	8
KW 41						
Case Study: Data Strategy and Execution						
	Mo	02.10.2023	08:30-16:30	Consulting in Strategy Development; Data-driven Strategy, Structure & Culture	Martin Gutmann (isolutions)	8
	Di	03.10.2023	08:30-16:30	Agile, Strategy Development; Data-driven Strategy, Structure & Culture	Benjamin Adriaensen (SBB)	8

Abgabe Transferbericht

* Änderungen vorbehalten