

Big Data and Managerial Decision-making



DATA ANALYTICS – ARTIFICIAL INTELLIGENCE – ACTIONABLE INSIGHTS – DECISION-MAKING

PROGRAM OVERVIEW

Data is everywhere and understanding what it means is an ever more important input into strategic decision making in organizations. This program is designed to give leaders the framework to judge what good data science looks like so that you can identify where data projects can add value and lead with confidence. During this program, suitable to non-specialists, you will learn about both the capabilities and limitations of big data, AI and data analytics. You will be taught a framework from which to understand big data and analytics, and leave with a toolbox that you can use to lead effective business analytics initiatives and make fact-driven decisions based on analysis. This program, Big Data and Managerial Decision-making, was designed to give decision makers the framework to understand and implement data projects that generate actionable insights to help them make fact-driven decisions.

KEY TAKEAWAYS

- Understand what Big Data/AI can and can't do (abilities and limitations)
- Learn how to use experiments and predictive analysis to improve decision making.
- Learn to develop strategies to integrate data analytics for fact-based decision-making processes across an organization.
- Judge what "good" looks like in data science
- Identify where analytics provides value add and where it doesn't
- Lead with confidence in a data driven world

DATE: July 26, - July 30, 2021

TIME REQUIREMENT: 9:00-12:00 AM (Pacific Standard Time) 5 three-hour modules

LOCATION: ONLINE LIVE

WEB PAGE: www.marshall.usc.edu/bigdataformanagers

WHO SHOULD ATTEND

- Executives who are interested in implementing big data initiatives
- Managers who want to understand/deploy/scale analytics and AI in their organization
- Area leaders whose operational areas would benefit from increased use of data analytics (e.g., marketing)
- Anyone who wants to understand the benefits and limits of Big Data/AI and data-driven decision making

FACULTY

Dr. Tom Chang is an associate professor of Finance and Business Economics at the Marshall School of Business and a research fellow at both the Schaeffer Center for Health Policy and Economics and the Dornsife Center for Economic and Social Research. His current research focuses on better understanding individual decision-making and its implications for firm behavior. In between earning a B.S. in physics and a Ph.D. in economics from the Massachusetts Institute of Technology, Prof. Chang was a co-founder and managing partner of a software development firm whose clients included AMD, Boston Consulting Group, KPMG, MIT, Thomson Reuters, TWA and the City of New York.

FACULTY CONTINUED...

Prof. Chang has published in a wide variety of academic and professional journals including Harvard Business Review, Journal of Finance, PLOS One, Review of Economic Studies, and Review of Financial Studies. In 2017, his article “Being Surprised by the Unsurprising: Earnings Seasonality and Stock Returns” was awarded the Hillcrest Behavioral Finance Award for the best paper published in behavioral finance that year.

His work has received significant media attention and has been covered by the Associated Press and featured in Bloomberg, CNN, The Economist, Financial Times, Los Angeles Times, NPR, New York Times, PBS Newshour, Wall Street Journal, Washington Post, The Daily Show, The Today Show and once made its way into the Tonight Show monologue. In addition, Prof. Chang is an in-demand speaker who has been invited to present his work at the Federal Reserve Bank, Harvard, Yahoo! and Nerd Nite LA.

