Certificate

Analytics Lead

The Faculty of Economics and Business of the University of Amsterdam hereby states that

Jasper Velten

has successfully completed the requirements and capstone assignment for the course:

AI for Executives

Study load	24 hours
Dates	1 & 2 October, 20 & 21 November 2024
Lecturers	Jeroen de Mast, Reinier van den Biggelaar, Mona de Boer, Hakan Özalp, Mohammad Nasiri and David Stephenson

On behalf of the course organisation,

Prof. Dr. E.E.O. Roos Lindgreen
Director Executive Programmes
Amsterdam Business School

Prof. Dr. J. de Mast
Academic Director of the Analytics Academy
Amsterdam Business School

APPENDIX

This course has provided the participant with a realistic overview of the world of data science and AI. The participant understands emerging technologies, recognises new opportunities and is able to collaborate and communicate with data scientists on a professional level.

The participant is prepared for a leading role in the transition to data-driven working. Based on a solid understanding of what AI and analytics can do for their organisation. The participant knows how to win support for the transformation and understand and deal with organisational, cultural and political barriers. The participant understands how AI and data are transforming various functions in the organisation, and is aware of legal and governance conditions for data and analytics.

The course covered the following subjects:

Module 1: Understanding AI, and digital technologies
- Big Data, machine learning, AI: what are they, what can you do with them, and why do they have so much impact? How are data science and AI applied to improve current businesses and creating new ones?
- Imagining the future: realistic use cases of what AI and Generative AI can do.

Module 2: Preparing for the role of Analytics Lead
- Deploying AI in the organisation
- Data governance and legal aspects
- Business strategy in the age of AI
- Capstone assignment: identifying an opportunity for data science or AI in one's own organisation, and positioning it in a long-term strategic vision for the organisation

After successful completion of this course, the participant is able to:
- Understand the digital landscape and emerging technologies, and explored how other organisations are successfully integrating AI and analytics.
- Define a strategic roadmap on multiple innovation horizons for their organisation.
- Build and cultivate an entrepreneurial, agile, data-driven mindset among management and employees.
- Create a programme structure for implementing big ideas in tangible, bite-sized innovation projects.