

Curriculum

<https://www.ettevotluskeskus.ee/vBAen-business-analytics>

<https://www..org/specializations/business-analytics>

Training Institution Name	Ettevõtluskeskus OÜ
Curriculum Title	Online Training vBAen Business Analytics Specialization (with mentoring session in English/Estonian/Russian) Ärianalüütika Spetsialiseerumine
Curriculum Code	vBAen
Curriculum Group	Äri ja haldus - Juhtimine ja haldus
Target Learners	• Managers and Executives at Various Levels: Executives who want to utilize data analytics for making informed business decisions in areas like marketing, human resources, finance, and operations. • Professionals in Marketing, HR, Finance, and Operations: Individuals looking to enhance their knowledge and skills in data analysis to improve strategic planning and decision-making in their specialty area. • Entrepreneurs and Business Owners: Entrepreneurs and business owners who wish to apply data analytics to enhance their business efficiency. • Business School Students and Postgraduates: Individuals studying in the field of business and looking to supplement their education with specific skills in data analytics. • Career Development Seekers: Professionals seeking additional skills and knowledge for career advancement and to increase their competitiveness in the job market. This course enables participants to develop basic data literacy and an analytic mindset necessary for strategic decision-making based on data.
Purpose of Learning	To equip learners with the skills to analyze and interpret business data, enabling them to make data-driven decisions in various business domains such as marketing, human resources, finance, and operations. The course aims to develop foundational data literacy and an analytical mindset, preparing participants for strategic decision-making and problem-solving in a business context.
Curriculum Development Basis	Based on the Business Analytics course on , "Business Analytics Specialization," covering modules 1-5.

Learning Outcomes	Learning Outcomes for "Business Analytics Specialization": 1. Apply Data in HR: Students can effectively utilize data for recruiting and performance evaluation, demonstrating an understanding of data-driven approaches in human resource management 2. Model Supply and Demand: Learners are capable of modeling supply and demand in various business scenarios, using data to make informed forecasting and planning decisions. 3. Solve Problems with Data-Driven Decisions: Students are skilled in addressing business problems through data-driven decision-making, applying analytical methods to real-world situations. 4. Predict Customer Behavior: Learners are proficient in using tools and techniques to predict customer behavior, enabling them to anticipate market trends and customer needs with accuracy.
Preconditions for enrollment to the training	Skills required to start studying: 1. English Proficiency: Since the e-study content is likely to be in English, a good understanding of the language for comprehension of lectures, reading materials, and instructions. 2. Basic Business Knowledge: A fundamental understanding of business concepts and practices is beneficial, as the course applies analytics to various business domains. 3. Analytical Thinking: While not mandatory, having a mindset inclined towards analytical and critical thinking can be advantageous for engaging with course content effectively. No prior experience in data analytics is required, making the course accessible to a wide range of professionals and learners interested in enhancing their business decision-making skills through data analysis. Those interested in the training program can access an initial evaluation to determine the appropriateness of this specific training for them. This assessment will clarify the feasibility of participating in real-time online seminars and the need for attending in-person training sessions with enhanced instructor support. Participants are required to pass the Tripod test, achieving a minimum average score of 30% across mathematical, spatial, and logical sections. The test is administered in English, aligning with the language used in 's assessments.
Estimated time for studies, including online group meetings and independent learning	Total training volume: 95 academic hours. Independent work: 69 hours of independent learning, including independent study and preparation of homework for group meetings. Mentor sessions: 26 hours of online group meetings.
Independent learning	Independent work tasks are: 1. Completing exercises and tests in , including small-scale practice tests (quizzes) and larger programming tasks (labs).

	2. Optional labs submitted to . 3. Tasks provided by the mentor coach, which the learner completes before individual and group mentoring sessions. Feedback for the "Business Analytics Specialization" course provided by the mentor coach and/or peer learners includes comprehensive guidance on applying business analytics principles effectively, assisting learners in the effective creation and prioritization of data-driven strategies, enhancing communication skills for conveying complex analytical insights, and guiding the use of analytics tools for various business scenarios. Additionally, mentors provide support in developing an analytic mindset for strategic decision-making and offer insights into real-world applications, including problem-solving and making business recommendations based on data analysis. The weekly estimated workload of independent learning varies from 4-5 academic hours depending on the learner's previous exposure to the Scrum Master field. The learner will be given access to the learning environment on the training start date. Those who finish the course in the expected time will be granted additional access for two months to revisit and consolidate what they have learned.
Topics and learning content	Key topics: Customer Analytics, Analytics, Decision Tree, Regression Analysis, Mathematical Optimization, Talent Management, Earnings Management, Strategic Management Learner 1. Takes the Tripod VVS test: mathematical, spatial, and logical thinking and discusses the test results with the program manager. 2. Plans their learning with the support of the program manager. 3. Completes Business Analytics Specialization learning path. https://www..org/specializations/business-analytics Attends real-time online meetings with mentor coaches, presentations, and guidance for independent learning. Sample course plan:  [vBAen] - Business Analytics Specialisation plan
Training methods	Various active learning methods are used in the training, including case studies, practical work, and independent work. Work in small groups and peer to peer feedback is used.
Description of the learning environment	Independent learning takes place in the learning environment, access is granted to accepted learners. An internet-connected mobile device is required. Meetings with the mentor and group work are online real time activities.

List of learning materials	The learner completes the "Business Analytics Specialization" learning path. Completes self-tests
Completion conditions and issued documents	A certificate of completion of the training is issued if the learner achieves the learning outcomes and has successfully completed all 5 courses on the learning platform. These courses comprise the comprehensive Business Analytics Specialization learning path. This includes passing tests with at least 80% correct answers in each test (automated assessment on the learning platform, tests can be retaken until the desired threshold of correct answers is reached). In addition, a 's Business Analytics Specialization is issued to the learner who completes all assignments (exercises and tests) and submits the optional case study in the environment. If the learner did not achieve all learning outcomes or did not want to be assessed, a certificate of participation is issued.
Description of the Qualifications, Learning, or Work Experience Required to Conduct the Training	All trainers have higher education, work experience in the field they teach, and experience in training adults. Short introductions of trainers can be read on the specific training page.
Curriculum approval time	14.12.23