

# Big Data Business Innovation



First module: September 20/21, 2017

## Create strategic value with Big Data and Advanced Analytics

A groundbreaking new program, tailored to real life strategic projects, involving key employees and management across the organization. Focusing on actionable tech insights, identifying business opportunities and actual value creation.



# Big Data Business Innovation

The purpose of the Big Data Business Innovation program is to make organizations better at utilizing big data for measurable value creation and new business activities.

The program provides you with the essential tools to gain a larger strategic view of your own data, as well as the data of others. Based on this contextual insight, we will build competencies enabling your team to create critical extra value for the company across many vital areas and define, and pursue, new business models.

The general focus is on hands-on value creation.

## Key elements of the program include:

- A unique opportunity to work with international experts on various key topics within Big Data
- World-class faculty, content and on-site facilities
- Top-level compact program design covering the strategy - learning - doing progression
- Flexibility: Assign different key employees to the topics most relevant to them
- Project relevant master-classes by experts, as additional support structure
- Professional counselling available to each project at your discretion during the period
- A unique program structure for strengthening team-building and industrial eco-systems
- Adaption of new practices for cooperation, sharing and ownership related to Big Data
- Project-based action-and-peer-learning opportunities across functions and industries
- Systematic follow-up to ensure actual business results and learnings



# Details

**Dates for 2017:**

Module 1: September 20-21

Module 2: October 2-3 and 23, 24 & 30

Module 3: November 6-7

**Place:**

DTU Business

Building 421, Entrance C, Kollegiebakken, 2800 Kgs. Lyngby

**Deadline for sign-up:**

July 31, 2017

Limited seats. For sign-up contact:

Sam Kondo Steffensen: [sakost@business.dtu.dk](mailto:sakost@business.dtu.dk)



A dynamic program outline tailored to the real-life strategic agenda of modern organizations:

- Built-in progression practically aiming at maturing and upgrading organizations' capacity to perceive and handle critical Big Data oriented business projects.
- Designed to provide organizations with the strategic opportunity of spinning-out and gearing data driven business initiatives onto a professional and experienced program track.

# Program Basics

## What to expect

Your company will set a team around your Big Data project, which you will define before the start of the program. Depending on your project, your team will typically be a mix of business developers, data analysts and technical developers. It will be possible to send different team members to different modules, depending on what is relevant to them. Throughout the program, the team's focus will be on your project.

## 3 modules of total 9 days, divided over 4 periods

### Module 1

Focus on getting started, how to create strategic value with your big data project and being challenged on your strategy.

### Module 2

Special focus on the technical aspects of your project. Getting your technical tool-box updated with new theories and models from a Big Data perspective. This module is divided into two parts and primarily directed at data analysts and data scientists within your team.

### Module 3

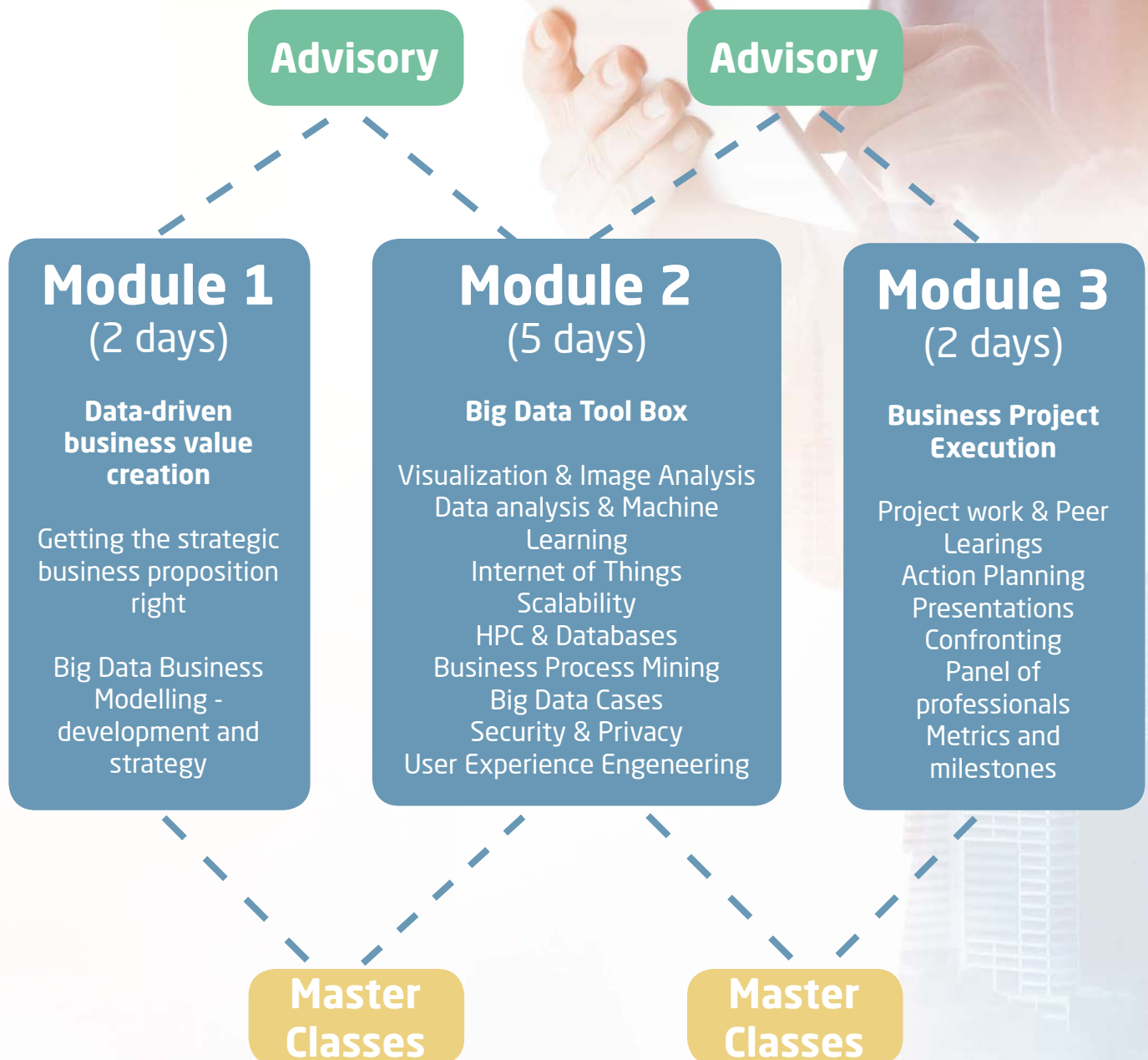
Is about execution of your project. This last stage is aimed for both the business developers and data analysts to work together on finding ways to execute your business model. At the end, each company will pitch their project to a panel of professionals, who will advise on the business case.

## What we expect

Your defined Big Data project is of great strategic importance to the business and well anchored in the top of your organization. The team members are motivated in all aspects, while being empowered by the management to allocate highest priority to their active participation in the program.

# Program Design

Company Big Data project



September 20

November 7

## Advisory:

Expert project counselling is offered to each participating company (up to 10 hours)

## Master Class:

Special master classes on project related topics, with reserved seats for participating companies.

# Faculty Overview

## Tentative



**Kenneth Cukier**  
Data Editor, The Economist  
Co-author of Big Data: A Revolution That Will Transform How We Live, Work, and Think. Kenneth explores the amazing new possibilities of big data.



**Jan Madsen**  
Deputy Head of Department of Applied Mathematics and Computer Science (DTU Compute)  
EU Horizon 2020 expert and member of the NTF evaluation panel for Nano-Tera.



**Christian Damsgaard Jensen**  
Associate professor at DTU Compute, where he teaches and conducts research in the areas of privacy, security and trust.



**Søren Havelund Welling.**  
Postdoc at DTU Compute. His work is mainly on applied statistics, data analysis and machine learning.



**Bjarne Kjær Ersbøll**  
Professor, Head of Section, at DTU Compute. His work is mainly on applied statistics and data analysis: Research based Consultancy, Big Data, Image Analysis, Image Processing and Multivariate Statistics.



**Helle Rootzén**  
Professor at the Technical University of Denmark and from 2010 to 2015 Director of DTU Compute. Her scientific field interests are on learning objects, e-learning, learning platforms and student based learning.



**Inge Li Gørtz**  
Associate Professor in the Algorithms, Logic, and Graph Theory group (AlgoLog) at DTU Compute. scientific interest is in data structures with focus on data compression, pattern matching, approximation algorithms.



**Philip Bille**  
Associate Professor in the Algorithms, Logic, and Graph Theory group (AlgoLog) at the Technical University of Denmark, Department of Applied Mathematics and Computer Science.



**Thomas Ritter**  
Professor of Market Strategy and Business Development at Copenhagen Business School. Academic Director of the CBS Competitiveness Platform and leads the "From Big Data to Big Business" research project.



**Susanne Stougaard**  
Associate, Bech-Bruun, advises Danish and foreign businesses as well as public authorities on data protection law and compliance, including data protection compliance audits, analyses and due diligence in connection with business transfers.



**Bernd Dammann**  
Associate Professor and affiliated both with the Scientific Computing section at DTU Compute, and with the HPC Competence Center at DTU. Dammann works with all aspects of High-Performance Computing.



**Ekkart Kindler**  
Associate Professor at the Software Engineering Section of DTU Compute. Kindler's main research interest is in Model-based Software Engineering (MBSE) and Business Process Management.



**Anders Bjorholm Dahl**  
Associate Professor and Head of Section at the Section for Image Analysis and Computer Graphics (IACG) at DTU Compute. Scientific interest is Computer Vision, Object Recognition, Object Classification, 3D Reconstruction.



**Bart Clarysse**  
Chairman of entrepreneurship at ETH Zürich, part-time Professor in Entrepreneurship at Imperial College London Business School. Co-founded a portfolio of successful start-ups such as digital cinema, mobile internet and venture incubation.



**Sune Lehmann Jørgensen**  
Associate Professor at the Department of Applied Mathematics and Computer Science, DTU. Currently working in the intersection between physics, sociology, and computer science.



**Michael Kai Petersen**  
Assistant Professor in Cognitive Systems and Head of Studies for the Digital Media Engineering MSc program at DTU Compute 30 years of experience within digital media engineering.



Think Big!

3 modules

20+ specialists and  
key note speakers

Large network of  
experts

Visionary mindset  
Frontrunner research

# Big Data



## Price:

**Team of 3 participants: 150.000 DKK (Excl. VAT)**

Additional team participants: 35.000 DKK per participant (Excl. VAT)

Companies can flexibly compose their team according to module content over the entire program period, in order to secure optimum value-add to projects.

The price includes all program elements: teaching, advisory, seats at the master classes and catering during program hours at DTU Business.

**Single participation: 50.000 DKK (Excl. VAT)**

The price includes teaching, seats at master classes and catering during program hours at DTU Business





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