

Embrace data analytics and automation to stay ahead in a digital economy



SGUnited Skills Programme in

Business Analytics And Automation Tools (Synchronous and Asynchronous e-Learning)

Co-organized by PaCE@NTU and Singapura Management Pte Ltd
Funded by SSG and eligible for SkillsFuture Credit

Course Outline

This 6-month full-time programme is specially designed by industry professionals and practitioners to cover the practical aspects of Business Analytics and Automation Tools.

The programme focuses on extensive hands-on work that allows learners to gain an in-depth knowledge on the use of business analytics and automation tools; and build a portfolio of projects completed that will demonstrate their capabilities during job interview.



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As business processes and work gets redesigned, redefined and reworked, the biggest impact will be on individuals and the work they do.

Whilst the domain knowledge and expertise of a job might not change much, how work is carried out will see a big change – from extracting insights from data to the use of automation tools, the nature of work will be impacted

This programme encompasses 4 modules that focus on skills that are portable across any area of work or job you find yourself in.

Analyze and interpret data, build charts, plots and statistical analysis.

Build Dashboard and communicate insights through data storytelling.

Identify sources of data, mine data and build data models.

Apply technology and automation tools to enhance your work.

Course Modules

Analyzing and Interpreting Data and Communicating Insights

Knowing how to analyse data, extract insights from data, interpreting charts and analytics, and presenting the analysis to a varied audience is a competency that is a “must have” for any individual, firm or organization. Learners will learn how to get the most of MS Excel’s “Data Analysis” ToolPak and applications like Tableau.

Getting the most out of Automation Tools

Automation has the most direct impact on jobs and work as we know it. Learners will learn how to address and make use of automation approach and tools in the work they do and the jobs they are in. Learners will understand Industry 4.0 technologies and applications and how to use them in different jobs and work settings.

Through case examples and engagement with individuals that develop and use technologies like Gleematics RPA, learners will get a better understanding of how to leverage automation technology in their jobs and work.

Leveraging on Data Analytics for Value-Creation

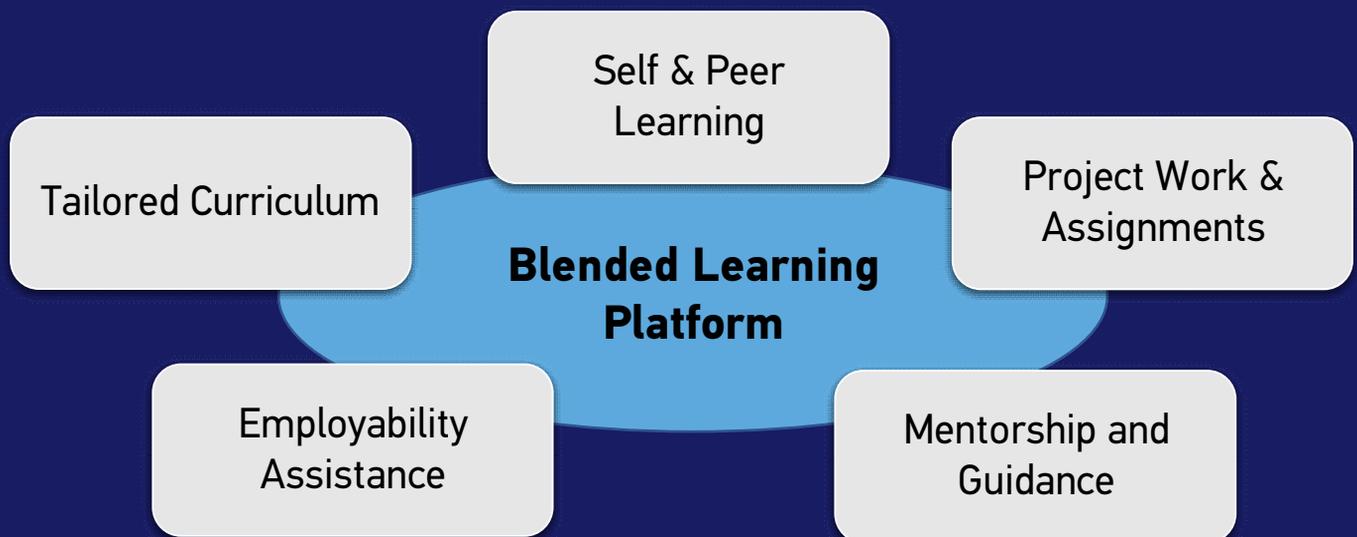
Every business seeks to increase its value through growth in sales and profits, and reducing costs. This has always been and will continue to do so. What has changed though, is the way to achieve it. The urgency to re-make or even re-invent business models is brought about by the technological developments and the rapid digitization and digitalization of businesses.

Within the context of Sales and Marketing, a key functional area in any business, learners will learn, through the use of applications like TIBCO Spotfire, how to identify relevant data sources, mine that data and use the insights, e.g. to increase revenues and increase customer experience.

End of Course Project

Learners will get the opportunity to work on and present a mini real-world project that will incorporate all the skills learnt in this course. The learners will have to present their project to a Panel made up of industry professionals and practitioners.

Our learning approach is based on active learning which include peer discussions, coaching by industry practitioners, case studies and industry engagement.



Learner Support and Outcomes

Real-World Applicability

The content and curriculum is specifically designed to equip learners with skills associated with data analysts that have been identified by companies and industry practitioners. Skills like data analysis and data storytelling are core and portable skills that complement existing domain knowledge and skill set.

Mentoring and Facilitated Projects

Through interactions with trainers and industry, learners will get valuable inputs and insights on how to use technology and skills learnt in the course in real life. There is no better way to get connected with future employers than through personal interactions with trainers and speakers.

Building a Portfolio of Project Work

There will be more than enough opportunities for learners to work on mini projects designed by trainers and practitioners. The final course project further serves to validate the learners understanding of the key concepts and lessons learnt. The presentation to a panel provides further opportunities to demonstrate the new competencies.

Employability and Career Guidance

Learners will get to network and tap on the trainers' and speakers' network during the six months programme. Learners will have ample time and opportunity to also identify areas of interest that they wish to pursue.

Course Application Details:

Click on the dates to register now

Intakes:	08 September 2021 to 04 February 2022 01 November 2021 to 25 April 2022
Venue:	NTU Virtual Learning Environment
Time:	15 hours per week
Course Fee:	\$500 nett fee payable (applicable to Singaporeans & Singapore PRs only) (\$19,260 full course fee after GST)



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