

Data Informed Strategy

Using Data to Reframe Problems, Identifying Trusted Sources, Modelling and Driving Decision Making

Organisations, now, more than ever look to maximise the value of their data, unearth insights, build plans and respond to market changes with a strong data informed strategy. Business executives rely on data as a high value asset to go beyond the what, get to the why, and plan for what's next.

So, how do organisations leverage data to solve problems, make decisions and create strategy? What technologies and analytic approaches can be deployed to convert data into insights? How do executives go about creating a data-driven organisational culture? These are questions we ponder over in this course.

Underpinned by research, global and local case studies and interactions with a range of industry experts during the weekly sessions, participants will develop new skills and put them to work in the all-hands-on-deck weekend intensive "Insight Initiative Challenge (2IC)".

In collaboration with ChristchurchNZ – the economic development agency of the City – course participants, through the 2IC, will deliver data-driven insights to industry-based challenges in a post-COVID era. Key industries that will be of focus are food, fibre and agritech; advanced manufacturing and education.

Course facilitators:

Each come from academia and industry with rich experiences across geographies and industry sectors.



Isuru Fernando is a board member of the Association of Information Professionals Asia Pacific Chapter, and sits on the Executive Council of the New Zealand AI Forum. He holds Undergraduate and Postgraduate degrees, is a published author and has articles in international journals. Isuru co-founded a start-up that went onto a successful acquisition. He was IBM New Zealand's first Chief Design & Technology Officer and was part of IBM's 0.1% of Global Top Talent and sat on the IBM Worldwide panel for Product Futures.



Arun Sebastian is the Chief Financial Officer of IBM New Zealand, a strategic role in the overall management of the country operations. Arun's organisation is responsible for planning, implementing, managing and controlling all financial-related activities; in addition he has oversight into sales operations, risk management, procurement, legal, property management, and deal negotiations. Arun has 11 years of experience with IBM, joining the company in 2008. Prior to joining IBM New Zealand, he has held various finance roles in Boston, New York, and Dubai.



Christopher Vas is Director of the UC MBA & Industry Programmes and has over 15 years of experience spanning business, government and academia. Chris' career has entailed designing executive and academic programmes, public policy research programs in productivity and innovation in collaboration with the Australian Government as well as setting up new international initiatives such as a R&D Centre in Singapore. He also co-founded an educational technology company focused on immersive simulation and virtual reality training solutions. Chirs is also Chartered Member of the Institute of Directors NZ.

Course Code:

MBAM604

Course timeframes:

- Duration: 6 weeks
- Dates: 6 July - 17 August
- Time: 5-8PM Mondays and Wednesdays
- 2-Day Data Challenge: 1st & 2nd August 9am-3pm

Location:

Online sessions via Zoom

Eligibility criteria:

A minimum of five years practical, professional or scholarly experience of an appropriate kind. Subject to approval of the MBA Director.

Enrolment details:

Please register your interest by sending your CV to mba@canterbury.ac.nz

Course cost, access details and payment details will be provided via email.