



DATA SCIENCE FOR LEADERS

Harness the Power of Data and Technology

LOCATION

On Campus

COST

\$4,900

ENROLL

Visit: executive.berkeley.edu/programs/data-science-leaders

This program equips senior executives with the aptitude to harness data science and business analytics to inform business decisions, strategy, execution and leadership. Esteemed Haas faculty, Lucas Davis and Jonathan Kolstad, use their extensive research and industry expertise to lead you through the process of learning and applying the leadership principles behind the application of data science methods.

KEY TAKEAWAYS

for Leaders who engage with Data Scientists

Harness the Power of Data and Technology

Make data-driven decisions and solve business problems using the power of data and technology.

Create Value for the Organization with Data Science

Leverage data science to create and implement business strategies.

Improve your Organization's Business Processes

Use data analytics and its application to improve business processes.

Become a Data-Driven Company

Learn how to anticipate organizational needs and drive business growth through data science.

Learn from Subject Matter Experts

Learn directly from the industry's foremost educators and leaders.

CERTIFICATE OF BUSINESS EXCELLENCE ELIGIBILITY



Strategy & Management

** see back for details*

LOCATION

Berkeley Executive Education

Haas School of Business
2220 Piedmont Ave.
Berkeley, CA



JONATHAN KOLSTAD Associate Professor, Haas School of Business

Jonathan Kolstad is an Associate Professor of Economic Analysis and Policy at the Haas School of Business at UC Berkeley and a Research Associate at the National Bureau of Economic Research.



CONRAD MILLER Assistant Professor, Haas School of Business

Conrad Miller is an Assistant Professor at Berkeley Haas and a Faculty Research Fellow at the National Bureau of Economic Research.



MATTHEW GRENNAN Associate Professor, Haas School of Business

Matthew Grennan joined the Haas School of Business in July 2021 as the Robinson Chancellor's Chair and Faculty Co-Director of the Robinson Life Science, Business, and Entrepreneurship program.

35%

35% of leaders say that poor data literacy is a top barrier to achieving their goals (or success).

SOURCE: GARTNER

GROUP RATES

Contact us for special group rates
executive@berkeley.edu

We serve leaders and organizations who aspire to redefine the future of business. Our profound and unique learning experiences, led by renowned UC Berkeley faculty, equip global executives and their organizations with the vision, culture, and capabilities to thrive in an ever-changing world.

UC Berkeley Executive Education leverages the best resources of the world's #1 public university and the surrounding business ecosystem, and embraces the Berkeley-Haas mission to develop leaders who **Question the Status Quo**, exhibit **Confidence Without Attitude**, are **Students Always**, and think **Beyond Themselves**.

OUR FOUR ACADEMIC PILLARS

Our four academic pillars are comprised of key components of the executive skillset needed to thrive in today's ever-changing business environment.

LEADERSHIP & COMMUNICATION

With increased responsibility comes the opportunity to further your impact. Strengthen your leadership and communication skills with tools and techniques to become a more effective leader and to build stronger teams.

ENTREPRENEURSHIP & INNOVATION

Today's business landscape is complex and ever-changing. It's important to stay ahead of the curve and the competition. Learn how to incorporate an entrepreneurial approach and the latest innovation tools in your business.

FINANCE & BUSINESS ACUMEN

A well-rounded executive sees things that others don't. Learn how to add value through financial engineering and best utilize financial information for operational and strategic decision-making.

STRATEGY & MANAGEMENT

From managing talent to leveraging culture and everything in between, our Strategy & Management programs deliver both high-level frameworks and practical tools for a truly competitive edge.

BEGIN YOUR PERSONAL LEARNING JOURNEY WITH BERKELEY



The Certificate of Business Excellence (COBE) is an opportunity to acquire and hone new skills, gain a mark of distinction from a world-class university, and do it on a timeline that works with your busy schedule. Visit executive.berkeley.edu/certificate-of-business-excellence to learn more.

CUSTOMIZE THIS PROGRAM

Turn **Data Science for Leaders** into a custom learning experience for your team or organization.

UC Berkeley Executive Education helps organizations of all sizes in every industry identify core problems and create new solutions to address current and future business needs. We work closely with you to holistically design a program that gets results and is strengthened through collaboration between the Haas School of Business Faculty and real-world practitioners.

Visit executive.berkeley.edu/custom-programs to learn more.

OUR PROGRAMS

UC Berkeley Executive Education offers a portfolio of programs developed by academia's and industry's most forward-thinking minds. Our programs are designed in collaboration with leading faculty from UC Berkeley's Haas School of Business as well as from across the Berkeley campus.