Program Curriculum

**Module I**
- **March 11 -16, 2018**
- **Singapore**
  - A. Economic Analysis for Decision Making:
    1. Tools for competitive advantage
    2. Product-line pricing analysis
    3. Decision making under uncertainty
    4. Designing effective incentives
  - B. Data and Decisions:
    1. Statistical analysis in managerial decision making
    2. Statistical methods to solve business problems
    3. Effective data visualization

**Module II**
- **Virtual Sessions**
  - A. Applications with Live Case Studies/Debrief by faculty

**Module III**
- **June 4 – 8, 2018**
- **Berkeley**
  - A. Inference and measurement:
    1. Micro-econometric data analysis
    2. A/B Testing
    3. Experiments to increase profits
  - B. Forecasting and trends:
    1. Predictive analysis
    2. Time Series forecasting and analysis

**Module IV**
- **Virtual Sessions**
  - A. Feedback on Group Projects
  - B. Faculty check-in & Coaching

**Module V**
- **August 27 – 31, 2018**
- **Berkeley**
  - A. Machine Learning and Artificial Intelligence:
    1. Leverage ML and AI for business insights from big data
    2. Tools for Supervised Learning Methods
    3. Tools for Unsupervised Learning Methods
  - B. Assembling a Data Science Team:
    1. Mapping of resources from expert backgrounds to solve problems
    2. Design a tech eco-system which complements the data science team

**Applications**
- Application to Banking, Healthcare, Insurance, Retail, Public Policy, and more
- Industry Panels, Including leaders from Silicon Valley Hi-Tech companies
- Application to Marketing, Business Development, Product, Finance, and more
- Capstone Project Presentations