DESCRIPTION
Lifelong learning is essential for those engaged in today’s business and technology worlds. Innovation, Creativity, and Strategic Doing are methods that provide solution-based approaches to solving problems over five stages: empathize, design, ideate, prototype, and test. Data Scientists, leveraging Artificial Intelligence (AI) and Machine Learning (ML), need to comprehend these five stages in the context of data science for addressing a problem, discovering solutions, creating new sources of value, and empowering stakeholders.
It is important to create a shared understanding between data scientists and designers so we can get the most out of this powerful collaboration. Instead of parallel tracks working in isolation, they need to take advantage of opportunities for knowledge sharing, collaborative co-creation, and shared learning.

KEY TAKEAWAYS
Upon completing this certificate program, you will know how to:
• Use a human-centered approach to design thinking that is intertwined with data science.
• Use data science techniques to identify emerging patterns and opportunities related to issues that can help you and your organization to optimize your decision making.
• Design and improve products, experiences, and systems at any scale, informed by testing and analysis.
• Refine your knowledge using design thinking methods to ultimately generate a rigorous, viable solution to your challenge.

Who Should Enroll?
• Data Scientists & Data Engineers who seek to learn approaches, techniques, and concepts to increase their value to the organization.
• Business Managers who are involved in the design, development, or improvement of products, services, and infrastructure.
• Business, Management and Technology Consultants.
• Marketers, Designers, and Small Business Owners.
• Program, Product, and Project Managers.
• Any professional that uses data to make business decisions.
• Professionals who hold a bachelor’s degree, possess at least two years of professional experience and wish to build a culture of innovation within their organization.
• People who are seeking to drive social innovation with Data Science and Design Thinking.
COURSE STREAMS

STREAM 1: DEFINING VALUE
- Game-changing potential of Data Science
- Business outcomes curriculum setup
- Setting up the story... outcomes, impacts & process of change
- Premise: Design Thinking makes Data Science more relevant / actionable

STREAM 2: APPLYING DATA SCIENCE
- Introduction to Data Science
- Deep dive on Artificial Intelligence / Machine Learning

STREAM 3: FROM OUTPUTS TO OUTCOMES
- Innovative Doing framework
- Ethical AI & Confirmation Bias
- Why Data Science projects fail

SHORT DATA SCIENCE CLIPS by the LEADING INSTRUCTOR
- Why "Data is the New Oil" is Most Important Concept of our Generation https://youtu.be/nQ38YyyK5NE
- Big Data MBA Episode 02: Big Data Business Model Maturity Index https://youtu.be/A7aL73ASEpA
- Big Data MBA Episode 03: Data Science Value Engineering https://youtu.be/2r4ZVJZFLK0

LOGISTICS
- WHEN: Fridays August 6, 13, 20; 9:00 AM – 2:00 PM PST
- COST: Individual: $1500  Team: 20% discount for more than three
- REGISTRATION: https://commerce.cashnet.com/mcspay?itemcode=MCS-EXEDS
- QUESTIONS: Contact us at executive@menlo.edu
- DELIVERY: Zoom ID: 8560107776; https://zoom.us/j/8560107776
- NOTE: Class Size Limited!
- FOLLOW UP: Fridays 9-10 AM; Sep 10, Oct 15, and Nov 5

LEADING INSTRUCTOR BIO
Bill Schmarzo is a Data Science & Data Monetization Strategic Advisor at Menlo College and a Professor of Data Science, Design Thinking, and Economics. Bill teaches, mentors and provides hands-on guidance to senior IT and business leadership to drive collaboration between your business stakeholders and data, analytics, and data science teams to identify (envision) where and how data and analytics can deliver measurable, relevant business and the operational impact. He also trains organizations using a pragmatic, ROI-driven data monetization methodology - complete with a detailed training methodology, design templates, key economic and analytic concepts, and hands-on exercises - to identify, validate, value and prioritize the key use cases that deliver business and operational outcomes optimized with data and analytics.