

**DIGITAL TRANSFORMATION,  
GOVERNANCE & TRUST**

**DURATION** 14 DAYS + PROJECT  
FROM SEPTEMBER TO MARCH

**LANGUAGE**  
EN

# EXECUTIVE PROGRAMME IN BUSINESS ANALYTICS

**THE KNOWLEDGE  
TOOLS AND SKILLS  
TO SUCCEED  
IN A DATA-DRIVEN  
ECONOMY.**

REGISTER ON  
[exed.solvay.edu/  
business-analytics](https://exed.solvay.edu/business-analytics)







In today's business world companies have large amounts of data at their disposal. This material represents a unique lever to improve their performance and reputation. But most companies are not using this data to their full potential, for a simple reason: a lack of analytics professionals on the market.

Professionals with a business, reporting and IT background currently hold the keys to business analytics. The Executive Programme in Business Analytics offered by Solvay Brussels School – Lifelong Learning has been specially designed with such profiles in mind, enabling the key challenges posed by analytics to be incorporated into a multi-disciplinary set-up that corresponds perfectly to their frame of reference within their respective company.

The programme comprises a blend of courses, practical exercises, and group and one-on-one coaching, enabling you to combine hard and soft skills, and tactical decision-making and strategic thinking whilst also providing insight into analytical and technical aspects, communication, leadership and project management.

We look forward to meeting you!"

**Martine George**  
Academic Director

\* Individual or groupe registrations

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## THE PROGRAMME AT A GLANCE

- ➔ 7 modules from September to December, Integrative project: Presentation end of March 2023;
- ➔ 7 x 2-day weekends (Friday & Saturday 9:00 am – 5:00 pm);
- ➔ Incorporation of the main challenges posed by analytics into a multi-disciplinary set-up;
- ➔ We welcome people from different departments from the same company or individual business (marketing, finance, sales, fraud, risk, etc.), reporting and IT professionals;

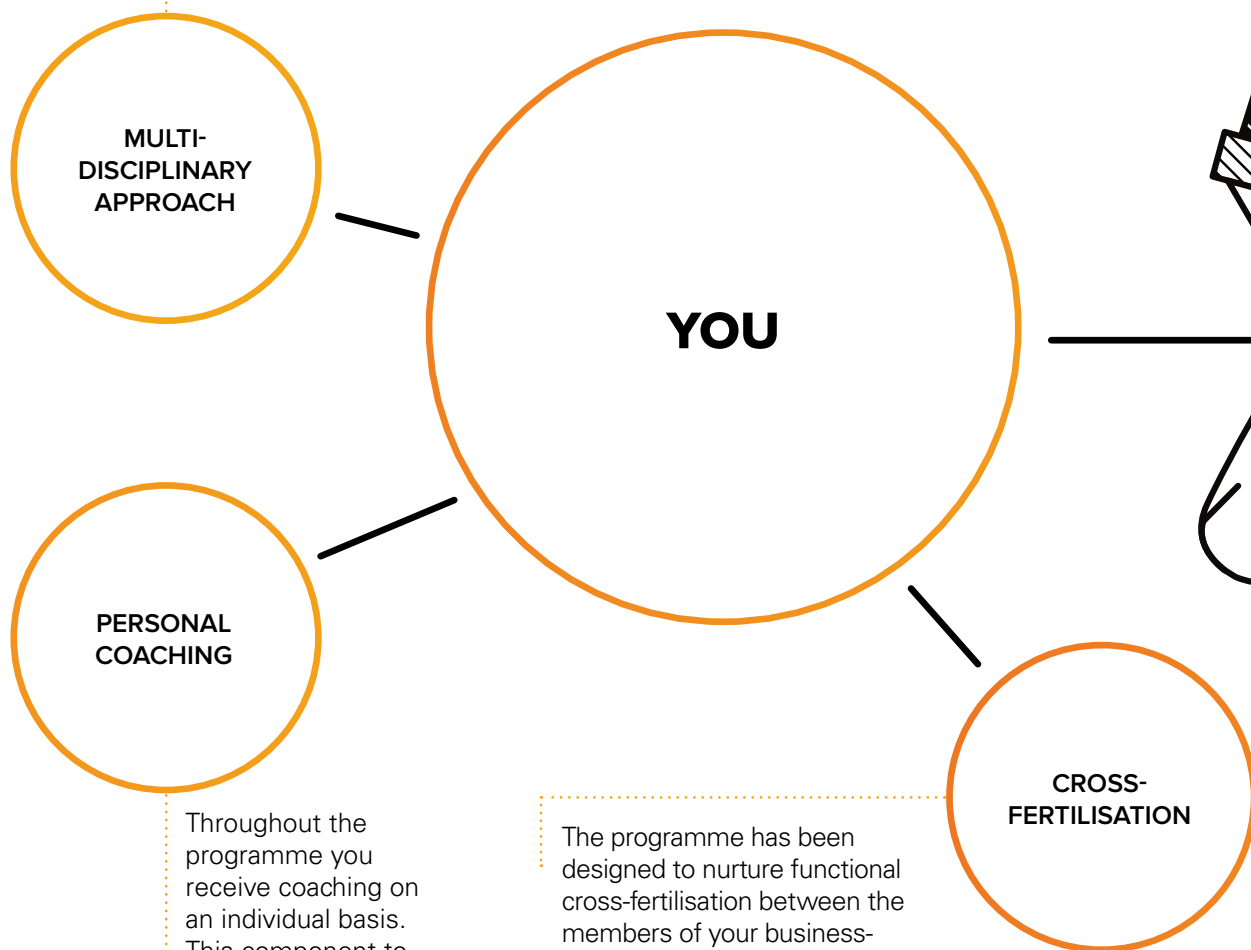
Proficiency in English is necessary and participants must hold a university degree or have relevant professional experience.

**PRACTICAL  
INFO AND  
REGISTRATION**

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# YOUR BENEFITS

The Executive Programme in Business Analytics enables you to discover and practice the various aspects of business analytics (technical, analytical, the strategic and tactical business facets, communication, and project management).

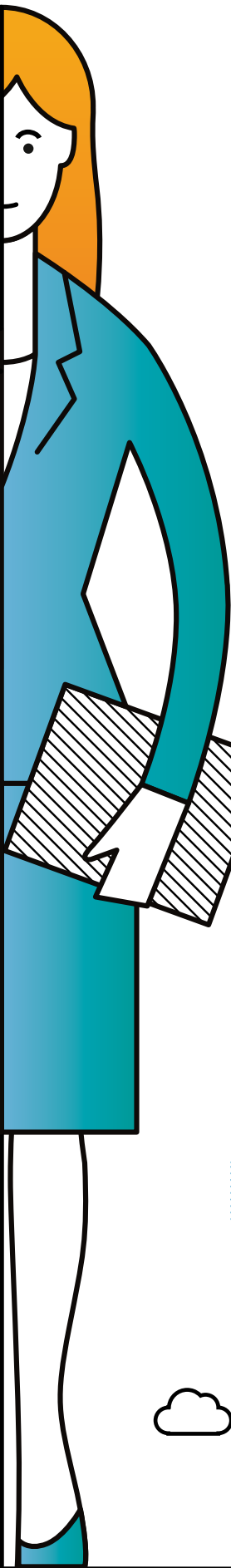


Throughout the programme you receive coaching on an individual basis. This component to the training helps you to develop personally and gain full benefit from the programme.

The programme has been designed to nurture functional cross-fertilisation between the members of your business-reporting-IT team, as well as sectorial cross-fertilisation by collaborating with participants working in different industries than your own.



**THE MAIN CHALLENGE FACED BY COMPANIES IS THE LACK OF BUSINESS ANALYTICS SKILLS. ANALYTICS FLUENT PROFILES ARE HARD TO FIND BECAUSE OF THEIR MULTI-DISCIPLINARY CHARACTERISTICS.**



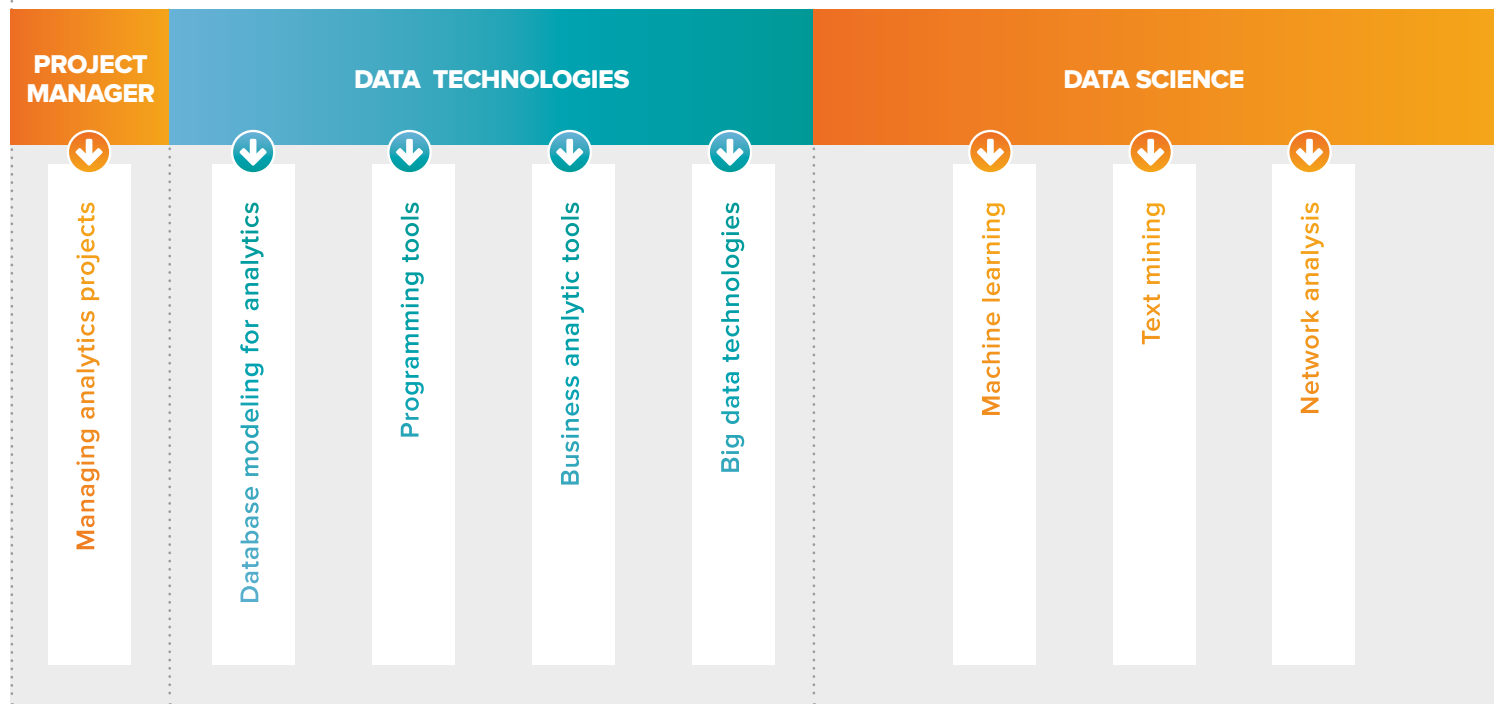
# PROGRAMME CONTENT

The Executive Programme in Business Analytics enables immediate actionability alongside the acquisition of many practical skills. It also includes a data analytics project within a sponsoring company.

THE PROGRAMME IS SPREAD OVER 7 WEEKENDS OF 2 DAYS EACH SESSIONS ARE HELD 9:00 AM-5:00 PM ON FRIDAYS AND SATURDAYS.

S > D

SEPTEMBER - DECEMBER



## PERSONAL COACHING SESSIONS:

Each participant receives individual guidance via 2 personal coaching sessions. These allow them to get the best out of the programme and more specifically discuss how to apply their learnings in their own department and company.

## SOME FIELDS OF APPLICATION

The content of the programme can be applied to most processes and functions:

- **Product management**  
Development of new products and services
- **Finance & Accounting**  
Reduction of fraud, improve quality of budgets and plans, enhance operational results
- **Marketing**  
Marketing Return on Investment, Customer Retention & Churn Management
- **Human Capital**  
Talent Management Analytics, Change Management Analytics
- **Sales Service & Customer Relationship**  
Sales Talent Analytics, Promotion Analytics, Pricing Analytics
- **Fraud, Compliance & Risk**  
Intelligent Processing & Compliance Analytics, Fraud analytics
- **Supply Chain & Operations**  
Warranty Analytics, Forecasting & Demand Planning, Logistics Optimization, Predictive Asset Maintenance
- **And more**

D > M

DECEMBER - MARCH

### PROFESSIONAL SKILLS



Working in teams



Communicating effectively



Individual coaching sessions

### BUSINESS TRANSFORMATION



Business transformation



Marketing analytics



Risk & Fraud detection analytics



Data Ethics & Privacy

### INTEGRATIVE PROJECT



Project coaching sessions



Final presentation

## METHODOLOGY

Delivery of the Executive Programme in Business Analytics is based upon a blend of interactive theoretical courses, workshops and group work. All sessions are led by academics and/or business practitioners.

## THE FINAL PROJECT

The programme also includes a business analytics project. Each team of 3 develops its project for its own company with an experienced coach. Participants coming as individual can also work on the project from his/her company.

# THE PARTICIPANTS

## TALENTS FROM DIFFERENT SECTORS & INDUSTRIES TO GET THE BEST OF BUSINESS ANALYTICS

The multidisciplinary approach provides the key to a truly integrated business analytics policy.

### **BUSINESS FUNCTION**

Managerial experience, willingness to implement big data solutions in their department

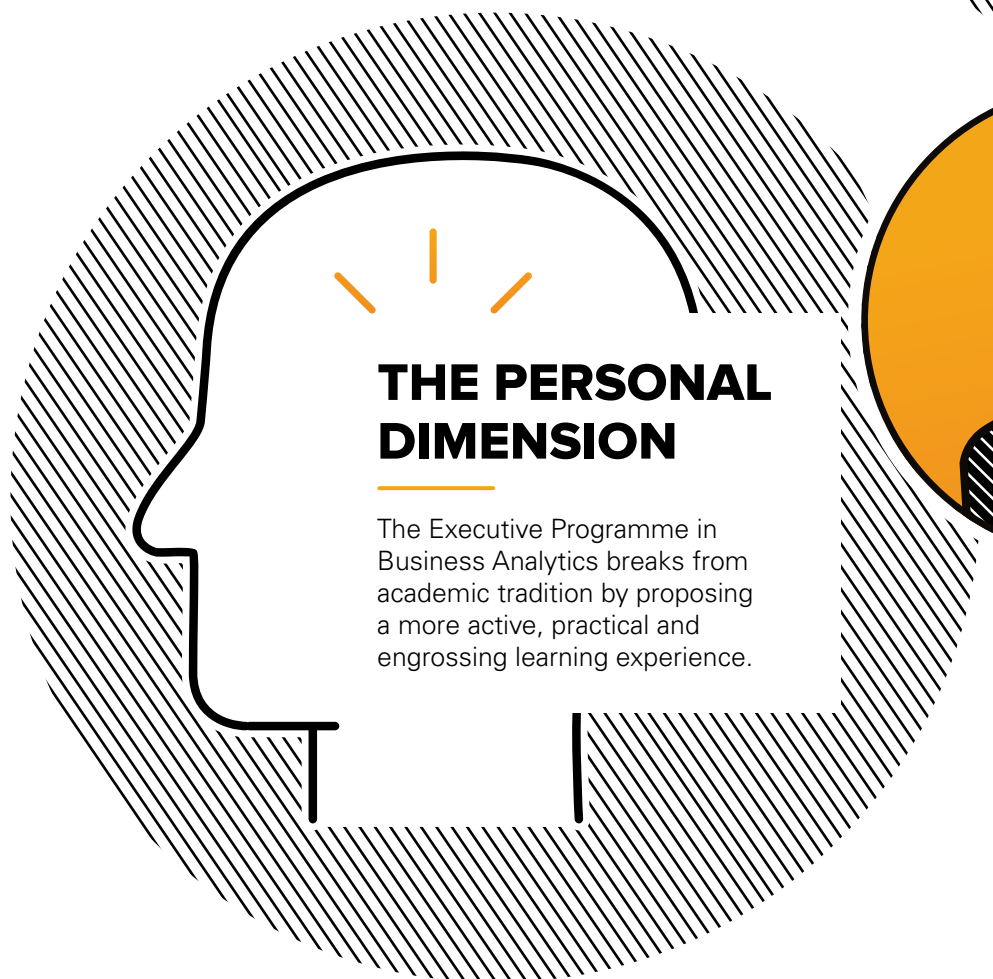
### **QUANTITATIVE FUNCTION**

Strong analytical skills and perform analyses on data

### **IT FUNCTION**

Working on IT system projects

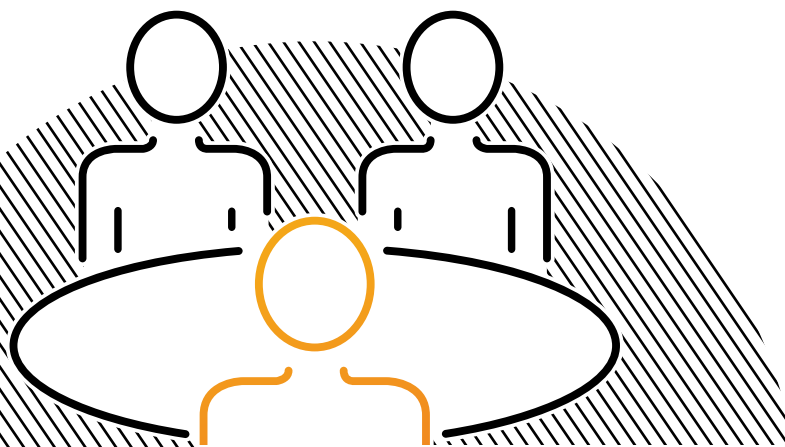
## THE LEARNING DYNAMICS



## THE PERSONAL DIMENSION

The Executive Programme in Business Analytics breaks from academic tradition by proposing a more active, practical and engrossing learning experience.





## COLLECTIVE DIMENSION

All individual perspectives are constantly shared and discussed.

THE TEAM PARTICIPANTS CAN COME FROM A VARIETY OF SECTORS (ENERGY, PHARMACEUTICALS, RETAIL, TELECOMMUNICATIONS, FINANCIAL SERVICES, AUTOMOTIVE, ETC.).



## INDIVIDUAL GUIDANCE

Seasoned experts are on hand to provide advice throughout the programme, helping you to assimilate the content of the training and identify how the Executive Programme in Business Analytics can contribute in the long term to your personal and professional trajectory.

## THE PROGRAMME PARTICIPANTS IN A FEW FIGURES

### EXPERT PROFILE

Number of experts	Proportion of experts
<b>17</b>	<b>61%</b>

### AVERAGE AGE

more than 45 years old	40-45 years old
<b>25%</b>	<b>21%</b>
31-39 years old	25-30 years old
<b>43%</b>	<b>11%</b>

### YEARS OF EXPERIENCE

5-10 years	More than 20 years
<b>32%</b>	<b>25%</b>
10-15 years	15-20 years
<b>39%</b>	<b>4%</b>

### ACADEMIC BACKGROUND

Computer Science	
<b>18%</b>	
Business	Psychology
<b>39%</b>	<b>7%</b>
Sciences	Engineering
<b>11%</b>	<b>25%</b>

“

**I studied chemistry and the scientific approach is very important to me (gathering and analyzing data, defining models, creating insights, etc.) But when I started working in management I wanted something more actionable. And for me the programme in business analytics was the best way to combine these two things together: getting the scientific approach and the business impact that you can create.**

**It gives you a broad view on what business analytics can be: the different tools, the different technologies, the right connections and how to leverage that in your own company.”**



**Nicolas De Mot**  
Data & Reporting Manager EU,  
UCB BIOPHARMA  
Participant 2017

“

The program helped me to discover new data and analytics tools, techniques and platforms to run the business more efficiently and explore new opportunities. It's ideal for business people who want to get a good feeling of what business analytics can bring and which techniques/platforms are available. All professors optimally made use of past professional experiences of their own and of the participants to make a strong case on how business analytics can generate business value. By sharing use cases and DIY cases participants get a good flavor of what is possible without getting lost in details. Skills and knowledge are transferable but also a lot of value is created by the exchanges between participants and professors.”

**Geert Van den Broeck**  
Engagement Manager,  
DATA MIINDED  
Participant 2021

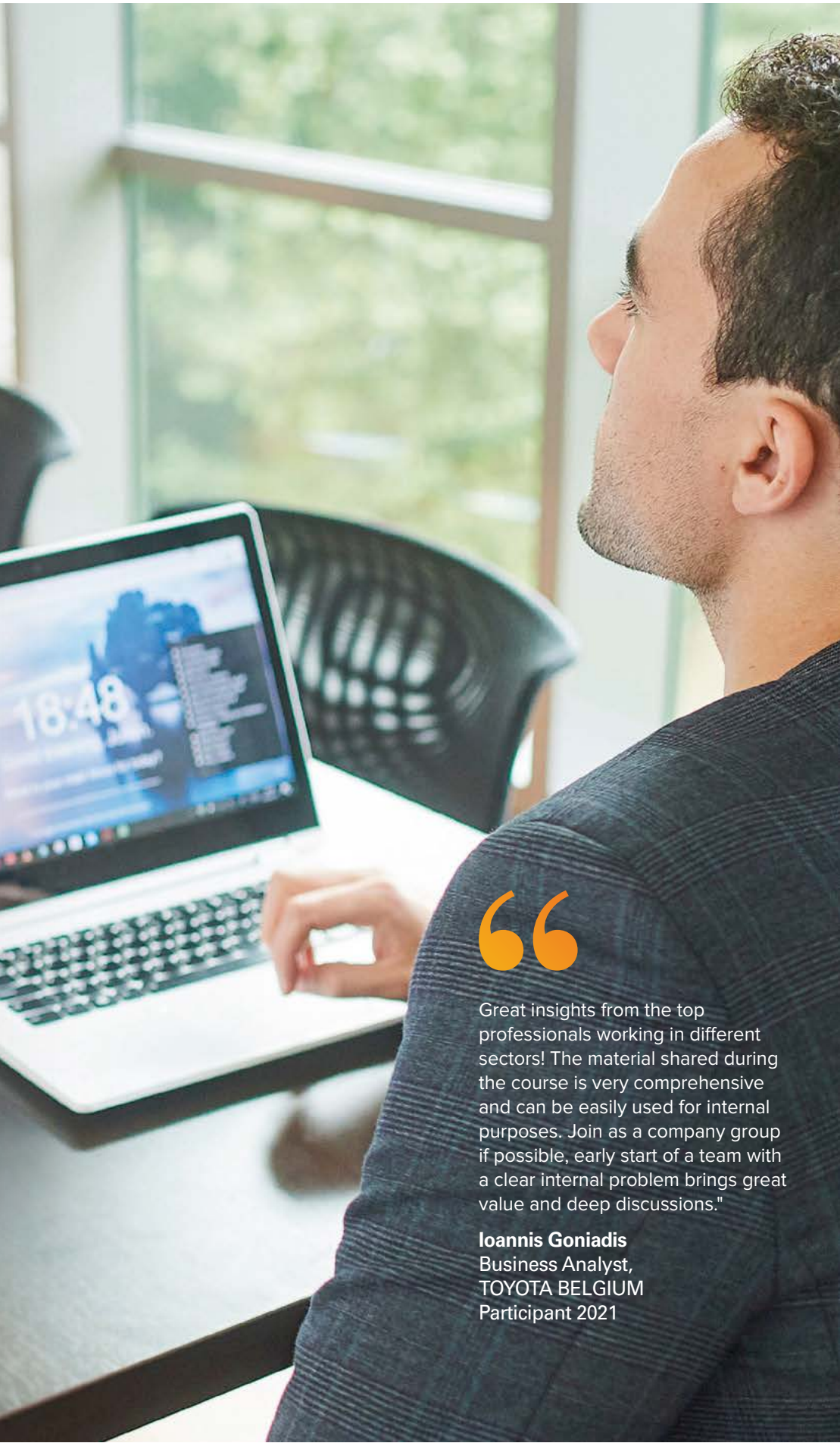
“

I decided to follow this programme because it is a unique combination of, on the one hand, an intensive academic programme and, on the other hand, an in house project where you can directly apply what you have learnt during the course. Being a quantitative analyst, I have learnt how to communicate with the business people and how to involve them in my projects to get the expected results.”



**Annelies Bartlema**  
Data Scientist,  
COLRUYT GROUP  
Participant 2017





# WHY DO PARTICIPANTS CHOOSE SOLVAY BRUSSELS SCHOOL

## 1 The Business School made in Europe, in the heart of Brussels

Solvay Brussels School of Economics and Management attracts the best Belgian and European candidates because it is the only business school attached to a university – the ULB – to offer Lifelong Learning programmes in Brussels.

## 2 Business education connected to the professional world

Like all of Solvay Business School's programmes, this course follows the evolution of the market to respond to the problems that you face in your daily work.

## 3 First-person learning

Case studies, debating sessions, visits, rich media, simulations ... At the Solvay Brussels School of Economics and Management, we like to place you at the heart of learning – utilising the immersive approach to make the content of the training more stimulating and directly applicable to real conditions.



Great insights from the top professionals working in different sectors! The material shared during the course is very comprehensive and can be easily used for internal purposes. Join as a company group if possible, early start of a team with a clear internal problem brings great value and deep discussions."

**Ioannis Goniadis**  
Business Analyst,  
TOYOTA BELGIUM  
Participant 2021



# YOUR LECTURERS, EXPERIENCED PRACTITIONERS & ACADEMICS AT THE HEART OF MANAGERIAL ACTION

The Executive Programme in Business Analytics is delivered by a motivated team of professors, comprising both academics and seasoned business practitioners who work actively in the economic sector. By sharing their expert knowledge of and connection with the market, they play a key coaching and teaching role.



Here's a little secret from the industry: Companies struggle to scale their analytics across the entire organisation. As your data maturity grows, you discover you need to work on a strong data foundation, and topics like data architecture and data infrastructure pop up. Once the foundation is set, you are ready to democratise data across your organisation through self-service analytics and strong data governance. We will take you on a journey through the modern data platform landscape and share our lessons learned from the field."



**Kris Peeters**  
Data Minded,  
Founder and CEO  
Lecturer



**JÉRÔME BRYSSINCK**

Director of Government Solutions at Quantexa

➔ Data Science - Fraud Detection

**PIERRE DEVILLE**

Director at Dun & Bradstreet and Adjunct Professor at Solvay Brussels School

➔ Data Science, Text Mining, Network Analysis

**MARTINE GEORGE**

Professor of Management Practice at Solvay Brussels School of Economics and Management

➔ Data Science, Executive Coaching

**PATRICK GLENISSON**

Independent Consultant

➔ Data & AI Lead

**LAURENT HUBLET**

CEO de Be Central

➔ Data Ethics and Privacy

**PATRICE LATINNE**

Partner Data & Analytics at EY

➔ Data Science, Machine Learning

**ANDREW PEASE**

North Europe CTO Data Platform at Salesforce

➔ Analytics, Data Mining

**KRIS PEETERS**

CEO of Data Minded

➔ Big Data Technologies

**FREDERIC PIVETTA**

Co-Founder and Managing Partner at Dalberg Data Insights

➔ Data for Goods

**NICOLAS VAN ZEEBROECK**

Full-time professor at Solvay Brussels School of Economics and Management

➔ Digital transformation, Innovation

**GEERT VERSTRAETEN**

Managing Partner at Python Predictions

➔ Data Science



**EXECUTIVE PROGRAMME  
IN BUSINESS ANALYTICS (EPBA)**

# PRACTICAL INFORMATION



## DURATION

September to March  
Integrative project presentation: March

## SCHEDULE

7 x 2 days. Friday and Saturday  
from 9:00 am - 5:00 pm.

## LANGUAGE

English

## LOCATION

Solvay Brussels School (ULB, Solbosch campus)  
42 Avenue F.D. Roosevelt  
1050 Brussels

## PRICE

€8950 for a single participant

Admission fee, course support and catering included.  
Project and individual coaching is also included.

## CERTIFICATE

In order to ensure the quality of the programme, significant personal commitment is required of all participants. The certificate is delivered subject to certain conditions having been met, including active participation in all sessions and the completion of an integrative project.

## ACCEPTANCE CONDITIONS

To enter the programme, you must:

- Hold a University degree (or have proof of your experience of and initiative for carrying out your responsibilities, preferably in a business context).
- Demonstrate English proficiency

Candidates are selected on the basis of an application form and an interview.

## CONTACT US

### NELLY NKUNDA

Programme Manager

[nelly.nkunda@solvay.edu](mailto:nelly.nkunda@solvay.edu)

+32 2 882 52 30



**HOW TO  
REGISTER?**

**Visit [exed.solvay.edu/  
business-analytics](https://exed.solvay.edu/business-analytics)**

# A PORTFOLIO OF PROGRAMMES TAILORED TO YOUR TRAINING NEEDS

## COMPANY SPECIFIC PROGRAMMES

We can tailor the content of each programme and offer it as specific training organised within your company. We adapt it to the demands of your teams and your specific sector of activity.

**More info?**  
[csp@solvay.edu](mailto:csp@solvay.edu)

The Solvay Brussels School of Economics & Management offers a full range of programmes to meet your needs throughout your professional career: general management, strategy, finance, taxation, marketing, innovation, entrepreneurship... Discover our complete range below.

## LIFELONG LEARNING

Short, medium and long courses in various fields, in English and French. For professionals seeking to upgrade their skills, advance their career and successfully manage businesses of all sizes.

### General Management

- > Executive Programme in Enterprise Risk Management
- > Executive Master in Management
- > Accelerated Management Programme
- > Executive Programme en Management et Philosophies

### Digital Transformation

- > Executive Programme in Business Analytics

### Leadership

- > Leading Authentically in Digital Times
- > Leadership Summer Camp
- > Leading Through Empowerment
- > Programme in People Leadership
- > Programme in Change Leadership
- > Programme en Leadership Collaboratif

### Finance & Tax Management

- > Modular Education in Finance
- > Finance pour Non-Financiers
- > Finance for Non-Financial Managers
- > Executive Master en Gestion Fiscale

### Marketing

- > Executive Master in Digital Marketing and Communication

### Entrepreneurship

- > Dirigeant & Développement

### Specific Industries

- > Executive Master in Future-Proof Real Estate
- > Executive Master in International Association Management
- > Executive Master en Management des Institutions de Santé et de Soins

## ADVANCED MASTERS

Designed as full-time programmes for one academic year for Master students with no or limited professional experience (max 3 years). With the right mix of theory and practice, they prepare you for the job market.

- > Advanced Master in Political Economy
- > Advanced Master in Financial Markets
- > Advanced Master in Innovation & Strategic Management
- > Advanced Master in Biotech & MedTech Ventures

## EXECUTIVE MBA

18 months programme for experienced professionals looking for a career change or a career boost. EMBA offers you the tools and insights you need to lead your transformation.



EXECUTIVE PROGRAMME  
IN BUSINESS ANALYTICS

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business-analytics](https://exed.solvay.edu/business-analytics)**

Université libre de Bruxelles  
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1050 Brussels, Belgium

DREAM. LEARN. LEAD.

Established in 1903, Solvay Brussels School of Economics & Management is a faculty of the Université libre de Bruxelles. It currently holds a leading position in Europe for research and education in the fields of Economics and Management. The school's core mission is to train business leaders and entrepreneurs with the ability to adapt to the ever-changing nature of Society and to shape tomorrow's world.