

Managing in the Digital Economy

For the first time within the UK Surrey Business School's(SBS) Summer School is offering a unique two-week residential course centred on 'Managing in the Digital Economy'; with an enriching curriculum of seminars, designed and taught by SBS academics and guest speakers. The seminars are led by expert academics in a flexible and exciting learning environment that stimulates engagement and critical debates about 'the Digital Economy'.

Content and Learning Objectives

This programme provides participants with an in-depth understanding of the concept of 'digital innovation' and its relevance to business competitiveness. You will develop the capability to identify the link between digital innovation, entrepreneurship, new business models, crowdfunding, marketing and communication, open data sources for scaling, and big data and ethics.



At the end of the programme students would gain:

- Knowledge about the role of digital innovation
- Apply theoretical frameworks of innovation to a real business context
- Develop practical-oriented skills through prototyping and app and web design
- Develop entrepreneurial skills by completing a group project which includes developing an app-business

Topics include:

- Digital economy: its challenges and opportunities
- Entrepreneurship and new business models
- Crowdfunding in digital economy
- Digital customer centricity and communication
- Digital platforms and open data sources for scaling
- Digital economy and business ethics

SBS summer school programme also includes undertaking the following:

App and Web design:

The fundamentals of digital design, wireframing, prototyping workshops where participants build an animated version of their design, build their first website by coding using HTML and CSS, and build their first mobile app by learning how to code using Swift or Java.

A group project

This project, which is completed during the programme, enables participants to develop practical-oriented skills by developing an application-based business in which they advance their entrepreneurial and research skills by conducting an in-depth market and industry analysis, marketing, cash flow forecast, operation and team plans.

Price: £1,500*

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Surrey Analytics Summer School



**SURREY
BUSINESS
SCHOOL**

UNIVERSITY OF SURREY

Introduction to Data Analytics and Business Analytics

When? 18– 20 June 2018, from 9am to 6pm, Monday to Wednesday

Where? The Rik Medlik Building, University of Surrey



The Business Transformation and Sustainable Enterprise department is hosting a 3 day course this June to provide comprehensive introduction to Data Analytics and Business Analytics.

Who should attend?

Anyone interested in Analytics.

What topics will be covered?

- Databases – Structured Query Language
- Big Data – Unstructured Data
- Machine Learning, Statistical Learning
- Artificial Intelligence, Computational Intelligence
- Linear & Integer Programming
- Network Models – Transportation, Min. Cost Flow
- Decision Sciences – Decision Trees, Game Theory
- Simulation – DES, Queueing & Inventory Systems





Learning outcomes

Through attendance at the course you will:

- Demonstrate an ability to extract and analyse data for prediction and decision making
- Solve optimisation problems for economics and the supply chain
- Understand how to implement data driven decisions and tools for business opportunities

Participants will be able to use:

- R for Machine Learning
- Simul8 or Simio for Discrete Event Simulations
- Excel for Economical Optimisations
- SQL Server for Data Aggregation Queries

Rates

The following rates are for the entire course (places are limited).

- Academics/students: £299
- Commercial: £399 (if booked before 1 May)
 - group of five discount: £1,599
- Commercial: £599 (from 1 May onwards)
 - group of five discount: £2,399
- University of Surrey students: £199

How do I book?

To book a place, please go to <http://surrey-analytics-school.weebly.com/rates.html> or contact w.garn@surrey.ac.uk for further information.

The course is hosted by the University of Surrey's Business Transformation Department:
<https://www.surrey.ac.uk/business-school/departments/business-transformation-sustainable-enterprise>

Taught by leading academics and professionals with international reputations including:
Dr Wolfgang Garn (course director), Dr Nick Ryman-Tubb, Dr Vikas Grover, Dr Masoud Fakhimi

Accommodation: The University of Surrey will not provide accommodation.
If you would like to book accommodation on campus visit the following website:
www.surrey.ac.uk/accommodation/visitors. For availability please contact accommodation services on +44 (0)1483 68 2466

