



## Course length: 1 day

Finding interesting, engaging and valuable CPD becomes more and more difficult as you progress up the 'career ladder'. There are plenty of 'technical updates', and 'management skills' courses available, but a real shortage of practical CPD opportunities which give you the skills to add value at the strategic level and work on your firm's competitive advantage.

Reed Business School, has developed a series of unique workshops to give senior managers the skills and confidence to build a sustainable business model and directly impact on their firm's profitability.

### **Who is this course for?**

Each module will be precisely tailored to the industries in which delegates currently work, or express an interest in exploring further. If you are a Director, Partner, Senior Manager or potential entrepreneur, these are the CPD courses for you.

### **Course objectives:**

- Communicate the concept, issues and problems of big data
- Recognise the strategic and competitive potential of big data management
- Recognise and mitigate the risks of big data
- Design a strategy for big data management
- Find a partner to assist in big data implementation

## Dates and fees

**Please see our website for course dates**

**Course fees:** £595 + VAT

Optional accommodation is available to book the night before and includes breakfast and lunch. Delegates attending on a non-residential basis will be provided with self service breakfast, beverages and lunch.

For details of our accommodation options and fees, please view our website.

## How to book

Visit Reed Business School website and book on-line

[www.reedbusinessschool.co.uk](http://www.reedbusinessschool.co.uk)

### Enquiries

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