



CENTER FOR
EDUCATION
AND LIFELONG
LEARNING
ARISTOTLE
UNIVERSITY OF
THESSALONIKI

T. 2310 996783, 996782, 996781, E. diaviou@auth.gr, W. <http://www.diaviou.auth.gr>

New Programme

Business Analytics

Introduction

The Center for Education and Lifelong Learning of the Aristotle University of Thessaloniki welcomes you to the Business Analytics., a 24 hours online course via synchronous (50% of the total time) and asynchronous (50% of the total time) teaching using zoom and the e-learning platform.

The **Director of the Programme** is Assistant Professor Alexandros Diamantidis. Dr. Diamantidis is an Assistant Professor in Quantitative Methods in Management at the School of Economics of Aristotle University of Thessaloniki. He holds a PhD in the Analysis of Manufacturing systems with linear and non linear flow of material from the University of the Aegean, an MSc in the analysis of Job Shop models from Dublin City University and a BSc in Mathematics from the University of the Aegean. His research interests include among others the modelling and optimization of manufacturing systems, modelling and optimization of the Supply Chain and analysis of service management systems. He has published research papers in various academic top Journals including IIE Transactions, International Journal of Production Research, European Journal of Operational Research, Computers and Industrial Engineering and in many international conferences. He is referee to many leading International scientific Journals. He has been teaching courses like Operations Research, Statistics, Operations Management, Quantitative methods in Management for more than 17 years in many institutions including the Hellenic Open University.

Start Date: 17/7/2023

End of the course: 25/7/2023

Duration: 24 HOURS

Cost: 130 euros

Discount: -

ECTS: 1,5

Applications are submitted online to

<https://kedivim.auth.gr/en/programs/summer-school-business-analytics-en/.....>



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Aim

The program aims to prepare individuals to combine business management knowledge, data analysis, management techniques and analytical tools based on statistical and operational research methods in order to make optimal business decisions. For this purpose, the program will present in a simple and comprehensible manner some of the most important problems faced by the modern business, first presenting the theoretical background and then simple methods and algorithms of solving business and administrative problems using the easy-to-use Excel package and Lindo software.

The free software package Excel and Lindo will be used to facilitate the solution of specialized business problems with the aim of making the best decision.

Objectives

This main objective of this problem is to provide the necessary knowledge to understand real life business problems, model them and finally solve them in an optimal way using the appropriate method-algorithm.

Learning Outcomes

Upon completion of the course, participants will:

- be able to understand the basic problems of businesses
- be able to model business problems using the respective statistical and operational research methods
- be able to find solutions to problems by applying the appropriate statistical and operational research techniques using excel software and Lindo.

Participant selection & Requirements

The specific program is addressed to all graduates those who wish to become competitive and efficient in terms of finding work, as well as to employees who seek hierarchical advancement



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within the organization in which they work. It is proposed to graduates who want to enrich their knowledge on modelling and solving real life management problems.

Requirements:

- ▶ Internet access
- ▶ e-mail address

The applications will be accepted in order of priority.

Method

The programme includes both online synchronous teaching (12 hours) and asynchronous teaching (e-learning material) (12 hours).

Educational Material

The course provides participants with:

1. Electronic files (pdf, ppt)
2. Video lectures
3. Additional exercises to solve

Course Description

1st WEEK: MODULE 1

MODELING PROBLEMS WITH LINEAR PROGRAMMING

(PRODUCTION PROBLEM, TRANSPORTATION PROBLEM, ASSIGNMENT PROBLEM, etc.)

PROJECT MANAGEMENT WITH LINEAR PROGRAMMING

SOLVING LINEAR PROGRAMMING PROBLEMS WITH EXCEL

SENSITIVITY ANALYSIS

2nd WEEK: MODULE 2

DESCRIPTIVE STATISTICS

SIMPLE LINEAR REGRESSION

MULTIPLE LINEAR REGRESSION

HYPOTHESIS TESTING-CONFIDENCE INTERVALS



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Evaluation/ Certificate

Upon successful completion of the course, participants will be awarded a Certificate of Completion.

For the successful completion of the programme, the participants should:

- A) have attended all the teaching units. Absences may not exceed 10% of the scheduled training hours.
- B) have passed the exams (quiz)
- C) have paid all the tuition fees by the starting date of the programme

Participants, who have attended but not completed successfully, will be awarded a Certificate of Attendance.

Participation fees

The fees are 130 euros for all participants

Application

Candidates submit the application form online.

Each application has to be accompanied by the following document or copies:

1. Bachelor's Degree
- 2.
- 3.

Contact

For further information, please contact

Name*: Alexandros Diamantidis

Tel*: 00302310996446

Email*: adiama@econ.auth.gr