



## CAS Big Data & Artificial Intelligence for Managers

### Information regarding your Individual Data Innovation Project

Your «Individual Data Innovation Project» is a pivotal building block of the educational concept of the CAS Big Data & Artificial Intelligence for Managers. The idea is that you embark on a data-driven innovation journey applying all concepts, methods and approaches that you are going to learn. Throughout this journey, you will develop an innovation idea into a prototypic data-driven business solution. For instance, you might:

- Engage in agile innovation methods in order to unravel how data creates value
- Identify, process and evaluate the required data and resources for making your idea happen
- Apply Big Data & AI approaches in order to develop a prototypic proof-of-concept
- Work out how your solution could be integrated into your organization successfully

Don't be scared – we will teach you everything you need and you will be guided by one of our Big Data & AI experts.

#### Value of the Project

The value of this project is two-fold:

1. It deepens your newly acquired competencies and ensures a long-lasting learning success.
2. The project highlights the value of your newly acquired competencies to your organization.

#### Watch out for Potential Ideas and Projects

Although the course starts in November, we already ask you to have an open eye for potential project ideas. Appropriate ideas might include developing a new data-driven business solution for your customers or improving the operations or decision-making processes of your organization. However, we are eager to learn about your everyday challenges and how we could solve them together by using data-centric approaches.

#### Process of the Individual Data Innovation Projects

Shortly after the first module, you will get a 1:1 session in order to discuss your project ideas and to set the project scope for the CAS. After this session, we will assign you an appropriate coach and you are required to register your project by November 30, 2019. The deadline for submitting the project report is June 30, 2020. The project report is expected to be around 10-15 pages and makes up 50% of the final grading. The other 50% refer to activities that you perform directly within the four on-campus modules.