ISS NICF COURSES: ANALYTICS & INTELLIGENT SYSTEMS

**Designed for:**
- Data Analysts
- Statistical Analysts
- Research Analysts
- Client Data Analysts
- Text Analysts
- Business Analytics Managers/Consultants
- Analytics Directors

Harness the power of analytics to address key business challenges and gain a competitive edge

- NICF – Customer Analytics
- NICF – Text Analytics
- NICF – Predictive Analytics – Insights of Trends & Irregularities
- NICF – Statistics for Business
- NICF – Statistics Bootcamp Using R & Tableau
- NICF – Social Media Analytics
- WSQ Service Analytics

**Resources:**

- NICF
- WSQ
- National University of Singapore
- Institute of Systems Science

[www.iss.nus.edu.sg](http://www.iss.nus.edu.sg)
Organisations can rely on business analytics to obtain data-generated insights to make better and more intelligent decisions. As more companies understand the advantages and benefits of using business analytics, many will join the data-driven revolution. You will learn to harness, exploit and gain insights into the huge amount of real case study data and develop effective strategic solutions to achieve greater competitive advantage.

The Analytics & Intelligent Systems team at ISS comprises practitioners and trainers with a combined total of 150 years of teaching experience. We offer a comprehensive suite of training and consulting services to help you produce valuable insights from data to transform the way your organisation does business in the increasingly competitive environment. The same team developed the NUS Master of Technology in Enterprise Business Analytics, which ISS is currently running.

ISS’s suite of Analytics & Intelligent Systems courses are designed for you to make data-driven decisions and this in turn will enable you to take the right actions, to improve your performance in critical business domains. You will gain insights into the latest trends and obtain the tangible benefits of effective Business Analytics from NUS-ISS experts.

**CORPORATE CLIENTS**

Some of the clients we have worked with on consulting projects include:

- Ministry of Education
- Ministry of Transport
- Land Transport Authority
- Infineon Technologies Asia Pacific Pte Ltd

**ISS ANALYTICS & INTELLIGENT SYSTEMS TRAINING ROADMAP**

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<tr>
<th>Foundation</th>
<th>Intermediate</th>
<th>Advanced</th>
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<tbody>
<tr>
<td><strong>Statistical Analysis</strong></td>
<td></td>
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<tr>
<td>NCF - Statistics for Business (3 days)</td>
<td>NCF - Statistics Bootcamp using R and Tableau (5 days)</td>
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<tr>
<td><strong>Predictive Analysis</strong></td>
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<tr>
<td>NCF - Predictive Analytics (3 days)</td>
<td>NCF - Predictive Analytics - Insights of Trends &amp; Irregularities (3 days)</td>
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<tr>
<td><strong>Service &amp; Social Media Analysis</strong></td>
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<tr>
<td>NCF - Customer Analytics (3 days)</td>
<td>NCF - Social Media Analytics (3 days)</td>
<td>WSD Service Analytics (3 days)</td>
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**Courses**

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<th>COURSE</th>
<th>COURSE INTENT</th>
<th>KEY TAKEAWAYS</th>
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<tr>
<td><strong>NCF - Customer Analytics</strong></td>
<td>Learn how to segment and profile customers so that you can better understand them and know when to market to the right customer, with the right product and through the right channel. Find out how to identify profitable customers so that the business can keep and acquire more of them.</td>
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<tr>
<td><strong>NCF - Text Analytics</strong></td>
<td>Acquire knowledge and skills to effectively analyse large amounts of textual data such as customer feedbacks and social media conversation to discover themes, patterns, and trends to improve business process and decision making. In a scenario-based case study, you will be introduced to common text analytics tasks, such as pre-processing and preparation, linguistic knowledge resources management, concept extraction, text categorisation, clustering, association and trend analysis.</td>
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<tr>
<td><strong>NCF - Predictive Analytics - Insights of Trends &amp; Irregularities</strong></td>
<td>Learn how to use business data more effectively by deriving insights of trends and irregularities from data and applying them for forward-looking predictions. This is realised through building predictive models with appropriate analytical techniques. You can then make actionable business predictions through mining abundant historical data.</td>
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<tr>
<td><strong>NCF - Statistics for Business</strong></td>
<td>Learn how to interpret and effectively apply powerful statistical analysis to generate factual insights, which can then be used in evidence-based decision making. You will learn how to use data visualisation to provide a cockpit overview of the company’s business operations, and to make use of descriptive statistics, correlation, simple linear regression analysis and multivariate regression analysis to identify important variables and interpret trends and insights from the data.</td>
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<tr>
<td><strong>NCF - Social Media Analytics</strong></td>
<td>Learn how to use social media monitoring tools to analyse and understand the impacts of social media. Find out how to interpret the social media data so as to take effective actions.</td>
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<tr>
<td><strong>WSD Service Analytics</strong></td>
<td>Be equipped with techniques to analyse service performance, and learn how to calculate and use key service metrics. Learn methods to visualise and communicate data, and use data to value-add and improve services.</td>
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**Corporate Funding**

The Singapore Workforce Development Agency (WDA) offers funding to Singapore residents and Permanent Residents for eligible courses. Visit www.wda.gov.sg for full details.

Institute of Systems Science (ISS) works closely with Infocomm Development Authority of Singapore (IDA) and Singapore Workforce Development Agency (WDA) to align our Analytics & Intelligent Systems training curriculum to the National Infocomm Competency Framework (NICF), so as to equip attendees with a practical and interactive learning experience and the analytics knowledge, skills and tools.

Through a combination of lectures and hands-on workshops with case-study sharing, you will learn how to harness the power of business analytics within your organisation to make evidence-based decisions. Where suitable, we use freely downloadable software, platforms and languages in the course. Participants are encouraged to install those applications and environments on their own computers to continue to practise what they have learnt.
Organisations can rely on business analytics to obtain data-generated insights to make better and more intelligent decisions. As more companies understand the advantages and benefits of using business analytics, many will join the data-driven revolution. You will learn to harness, exploit and gain insights into the huge amount of real case study data and develop effective strategic solutions to achieve greater competitive advantage.

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COURSES

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**KEY TAKEAWAYS**

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WDA funding of the course fee is available for eligible participants (Singapore Citizens and Permanent Residents) of Small and Medium Enterprises (SMEs) via the Enhanced Training Support for SMEs scheme. Absentee payroll is calculable for all employee sponsored participants. Terms and conditions apply. Visit www.wda.gov.sg for full details.
With over 30 years of experience in education, consulting and research, the Institute of Systems Science (ISS) at the National University of Singapore (NUS) offers a suite of high quality learning courses across various practices and expert areas. Executive education at ISS are mentored and delivered by industry professionals with successful track records and an average of more than 20 years of industry experience.

The institute is accredited by leading international and local certification bodies to deliver programmes that lead to recognised certifications and qualifications. It also conducts research, organises management and technology update seminars, and provides consulting services to the industry. Its objectives are to develop Infocomm and digital business leaders, and to drive organisational innovation and business transformation. ISS has been conferred the pinnacle status of National Continuing Education and Training (CET) Institute by the Singapore Workforce Development Agency (WDA) in 2014, with specialties in the areas on Infocomm, design thinking and digital innovation.

To date, over 103,000 infocomm & business professionals, 5,600 corporate customers and 4,700 post-graduate alumni members have benefitted from ISS’s suite of services.

Courses are conducted in ISS facilities within the NUS campus. And we are also able to conduct our courses at your organisation. The same NICF funding applies. Email istraining@nus.edu.sg to find out more today.

### ISS Executive Education Programmes

- Agile
- Analytics & Intelligent Systems
- Business Analysis
- CyberSecurity
- Digital Innovation & Design
- Digital Leadership
- IT Planning, Governance & Enterprise Architecture
- IT Service Management
- Project Management
- Software Engineering & Design

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"I found the insights and practical examples offered by the instructors invaluable."

Courtney Lynn Carlson, Communications and Marketing Manager, United World College of South East Asia
(NICF - Social Media Analytics, Class of May 2016)

"I like that this course links theory to real-life application."

Neo Kok Oon, Senior Manager, Agri-Food & Veterinary Authority of Singapore
(NICF - Text Analytics, Class of Jan 2016)

"The statistics refresher in the beginning was good in helping us to appreciate the deeper topics more thoroughly."

Cheryl Tan, Senior Manager, InfoComm Development Authority of Singapore
(NICF - Statistics for Business, Class of Mar 2016)