



Consulting and Training | Reach New Heights

Course Name

Big Data Principles and Practices

Sector Name

Digital Transformation and Innovation

Document Type

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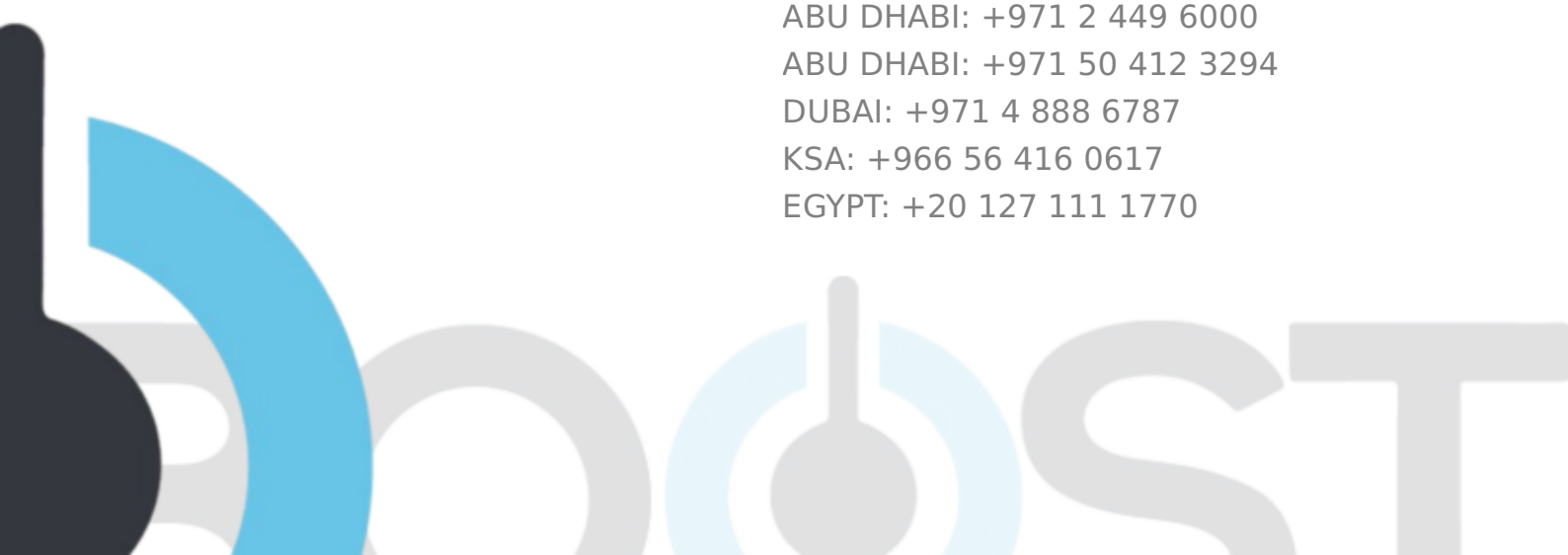
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Big Data Principles and Practices

Course Introduction

Organisations generate large amounts of data through their daily operations, customer interactions, digital platforms, financial transactions, workplace systems, and connected devices. However, the value of data depends on how effectively it is understood and used.

This introductory course provides participants with a clear and practical understanding of Big Data and its role in the modern workplace. It explains essential concepts in simple business language and demonstrates how organisations use data to understand situations, improve services, solve problems, and support better decisions.

The course is designed for professionals from all functions and does not require technical or programming experience. Through practical examples, discussions, and straightforward exercises, participants will learn how to recognise useful data, understand basic analytical findings, identify data-quality concerns, and explore responsible Big Data applications within their own work environments.

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Target Audience

- ✓ Facilitator-led explanations and discussions
- ✓ Simple examples from different industries
- ✓ Short case studies
- ✓ Individual and group exercises
- ✓ Data interpretation activities
- ✓ Workplace application exercises
- ✓ Group presentations and feedback

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Learning Objectives

- ✓ Managers, supervisors, and team leaders
- ✓ Administrative and operational professionals
- ✓ Employees working in HR, finance, marketing, customer service, procurement, projects, quality, and strategy
- ✓ Business support and reporting professionals
- ✓ Digital transformation and innovation teams
- ✓ Project coordinators and project managers
- ✓ Professionals who use reports or data to support their work
- ✓ Anyone interested in understanding Big Data without requiring a technical background
- ✓ No previous experience in Big Data, programming, data science, or advanced analytics is required.

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Course Outline

✓ Day 01

Introduction to Big Data

Understanding Data

- What data is and why it matters
- Data, information, and insight
- How data is created in the workplace
- Internal and external sources of data
- Structured and unstructured data
- Examples of data used in everyday work

Understanding Big Data

- What Big Data means
- Traditional data versus Big Data
- The main characteristics of Big Data:
 - o Volume
 - o Velocity
 - o Variety
 - o Veracity
 - o Value
- Common misconceptions about Big Data
- Why Big Data is relevant to non-technical professionals

Practical Activity

- Identifying the data generated and used in participants' departments
- Group discussion: How does data currently support our work?

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Course Outline

✓ Day 02

Business Applications of Big Data

How Organisations Use Big Data

- ✓ Understanding customers and stakeholders
- ✓ Improving products and services
- ✓ Supporting operational efficiency
- ✓ Identifying problems and risks
- ✓ Recognising patterns and trends
- ✓ Supporting planning and forecasting

Examples Across Business Functions

- ✓ Human resources and workforce planning
- ✓ Finance and budgeting
- ✓ Marketing and customer service
- ✓ Operations and supply chain
- ✓ Projects and performance management
- ✓ Government and public services

From a Business Problem to a Data Question

- ✓ Starting with the business need
- ✓ Defining the problem clearly
- ✓ Identifying the information needed
- ✓ Determining how data could support the decision
- ✓ Understanding the limitations of available data

Practical Activity

- ✓ Converting a workplace challenge into a clear data question
- ✓ Reviewing simple Big Data use cases from different departments

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Course Outline

✓ Day 03

From Data Collection to Insight The Basic Data Journey

- Defining what the organisation needs to know
- Collecting data from relevant sources
- Organising and storing data
- Reviewing and preparing data
- Analysing information
- Communicating findings
- Taking action and reviewing results

Understanding Data Quality

- Why data quality matters
- Accurate and inaccurate data
- Missing, duplicated, inconsistent, and outdated information
- How poor-quality data affects decisions
- The employee's role in maintaining reliable data
- Checking information before using or sharing it

Understanding Basic Findings

- Reading simple tables and charts
- Recognising patterns and trends
- Understanding comparisons and percentages

- Identifying unusual results
- Distinguishing facts from assumptions
- Considering context before reaching conclusions

Practical Activity

- Identifying problems in a sample dataset
- Interpreting a simple workplace report

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Course Outline

✓ Day 04

Responsible Use of Big Data

Asking the Right Questions

- ✓ Where did the data come from?
- ✓ Is the information complete and current?
- ✓ Is the data relevant to the decision?
- ✓ What information may be missing?
- ✓ Are there alternative explanations?
- ✓ Can the findings be trusted?

Data Privacy and Security

- ✓ Personal, confidential, and sensitive data
- ✓ Appropriate access to organisational information
- ✓ Protecting data from unauthorised use
- ✓ Safe storage and sharing practices
- ✓ Responsibilities of employees when handling data

Ethical Use of Data

- ✓ Using data fairly and responsibly
- ✓ Avoiding bias and misleading conclusions
- ✓ Transparency in data use
- ✓ Balancing organisational benefits with individual privacy
- ✓ The importance of human judgement

Big Data and Artificial Intelligence

- ✓ The basic relationship between Big Data and AI
- ✓ How AI uses data to recognise patterns
- ✓ Simple workplace examples
- ✓ Why data quality affects AI results
- ✓ The need for human review and accountability

Practical Activity

- ✓ Reviewing a privacy and ethics scenario
- ✓ Group exercise: Identifying responsible and irresponsible uses of data

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Course Outline

✓ Day 05

Applying Big Data in the Workplace **Developing a Data-Driven Mindset**

- Using evidence to support decisions
- Combining data with professional experience
- Asking better questions about reports
- Sharing information across teams
- Avoiding common data-related mistakes
- Encouraging responsible data use

Identifying a Big Data Opportunity

- Selecting a relevant workplace challenge
- Defining the desired improvement
- Identifying available and required data
- Determining who will use the findings
- Considering data quality, privacy, and security
- Defining simple measures of success
- Identifying practical first steps

Final Workplace Exercise

Participants will prepare and present a simple Big Data opportunity covering:

- The workplace problem or opportunity

- The information required
- Possible data sources
- How the data could support a decision or improvement
- Expected benefits
- Potential risks or limitations
- Recommended next steps

Course Review and Action Planning

- Reviewing the main concepts
- Addressing remaining questions
- Identifying personal workplace applications
- Preparing a short individual action plan
- Final knowledge assessment

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 23, 2026	Nov. 27, 2026	5 days	4950.00 \$	Spain , Barcelona
Aug. 23, 2027	Aug. 27, 2027	5 days	4250.00 \$	UAE , Dubai
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai
May 23, 2027	May 27, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 21, 2026	Sept. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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