



Professional Certificate

Course title : Mastering Business Resilience and Data-Driven Decisions
 Hosted by : Faculty of Business and Management, CamTech University
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Course description

The Mastering Business Resilience and Data-Driven Decisions program equips business owners with strategic risk management skills and data analytics expertise to navigate dynamic business environments and make informed decisions. Through this comprehensive course, participants will learn to identify, assess, and mitigate strategic risks, as well as collect, analyze, and visualize business data to drive growth and success. By the end of the program, business owners will be empowered to build resilient businesses and make data-driven decisions.

Module Values (Level)			
Type	Module (Level)	Credit	Learning Hours
Professional Certificate	01	3	45
	02	3	45

Course Learning Outcome

Course Learning Outcomes:
 Upon completing this course, business owners will be able to:

Module 1: Strategic Risk Management for Business

- Understand the strategic nature of risks and their impact on business operations.
- Identify and assess strategic risks specific to their business environment.
- Develop and implement effective risk mitigation strategies aligned with business goals.
- Monitor and adapt risk management strategies to changing business conditions.

Module 2: Business Intelligence and Data Analysis for Business

- Understand the importance of business intelligence in strategic decision-making.
- Collect, clean, and analyze relevant business data to gain actionable insights.
- Utilize data visualization techniques to effectively communicate insights.
- Apply business intelligence tools and techniques to drive business growth and competitiveness.

Indicative Content (summary of content)

Module 1: Strategic Risk Management for Business (45 learning hours)

- Introduction to Strategic Risk Management for Business
- Strategic Risk Identification and Assessment
- Developing Risk Mitigation Strategies for Business
- Strategic Risk Monitoring and Adaptation

Module 2: Business Intelligence and Data Analysis for Business (45 learning hours)

- Introduction to Business Intelligence for Business
- Collecting and Preparing Business Data for Analysis
- Data Analysis Techniques for Business
- Data Visualization and Communication for Business

Course Format

1. Lectures and presentations by subject matter experts.
2. Case studies and real-world examples tailored to the needs of business owners.





3. Hands-on exercises and practical assignments focusing on business-specific scenarios.
4. Group discussions and interactive sessions to foster collaboration and exchange of ideas.
5. Quizzes and assessments to measure understanding and progress.

Course Content Outlines

Module I	<p>Strategic Risk Management for Business (45 learning hours)</p> <ul style="list-style-type: none"> • Introduction to Strategic Risk Management for Business <ul style="list-style-type: none"> • Understanding strategic risks and their impact on business operations • Strategic risk management frameworks and approaches for business owners • Strategic Risk Identification and Assessment <ul style="list-style-type: none"> • Techniques for identifying and assessing strategic risks specific to business owners • Strategic risk assessment methodologies and tools applicable to business owners • Developing Risk Mitigation Strategies for Business <ul style="list-style-type: none"> • Developing effective risk mitigation strategies aligned with business goals • Evaluating risk mitigation options and selecting appropriate strategies • Strategic Risk Monitoring and Adaptation <ul style="list-style-type: none"> • Monitoring strategic risks and their impact on business objectives • Adapting risk management strategies to changing business conditions
Module II	<p>Module 2: Business Intelligence and Data Analysis (45 learning hours)</p> <ul style="list-style-type: none"> • Introduction to Business Intelligence <ul style="list-style-type: none"> • Overview of business intelligence concepts and their relevance to business • Importance of data-driven decision-making for business • Collecting and Preparing Business Data for Analysis <ul style="list-style-type: none"> • Data collection methods and sources for business • Data cleaning and preparation techniques for effective analysis • Data Analysis Techniques for Business <ul style="list-style-type: none"> • Applying statistical analysis methods to gain insights from business data • Utilizing data analysis tools and techniques suitable for business owners • Data Visualization and Communication for Business <ul style="list-style-type: none"> • Visualizing business data for improved understanding and insights • Communicating data-driven insights effectively to stakeholders

Link to register: <https://shorturl.at/ixDU9>

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