

## Erasmus Centre for Data Analytics Corporate Membership Offering

# Data analytics is at the centre of managing business



### We're taking an interdisciplinary approach to:

- enhancing data knowledge with our research;
- teaching of digital applications and technologies;
- how to turn data knowledge into business value.

At the Erasmus Centre for Data Analytics (ECDA) we explore how digital technologies and AI can create societal impact and improve the way we live and work. We are a multi-disciplinary community of experts from business, economics, law, social science and computer science. We use data analytics and AI in the context of digital business, health and cure, ports and logistics, fintech and smart cities and communities. And we keep our eyes on the horizon; our work with student communities ensures data research and company cases are futureproof.

Current research projects cover every aspect of how we live; how we power our homes and our cars, how we use public transport, and how we shop online.

### Erasmus Centre for Data Analytics:

- Facilitates multi-disciplinary research and innovation based on 18 expert practices on data analytics and AI
- Offers infrastructure for data, analytics and AI in collaboration with tech partners
- Provides short training courses for executives as well as facilitate data analytics training at bachelor and master level to full-time students;
- Organizes top class-exclusive events, seminars and summits
- Offers a learning community among public and private organizations, academia and students
- Helps in navigating data governance and finding benefits in the digital transformation of business and society;

### Long-term collaborations

Our main goal is to establish long-term strategic collaborations with **partners – public, private and in the academic world** – to enhance data knowledge. In return we offer expert advice, data science experiences, new hands-on skills for your employees through our courses and programmes, research projects that discover new knowledge that benefit business and society, and data science experiences.

### In touch with talent

- Secure online access to our Job Board, [rsm.nl/jobboard](https://rsm.nl/jobboard)
- Present your company to our students. Give a guest lecture about an academically relevant subject to our bachelor or master students.
- In-company workshops. Lunch lectures, workshops, business cases or follow up with interviews. We'll take care of promotion, venue, logistics and catering and ask for student CVs on registration. Access to student data is subject to GDPR.
- Join the Data Analytics Plaza during the Erasmus Recruitment Days. It's the largest on-campus recruitment event in Europe. More than 100 companies take part – present your organisation with a booth in the dedicated area for data and analytics, [days.erasmusrecruitmentplatform.nl](https://days.erasmusrecruitmentplatform.nl).
- Work with master students by hosting a master thesis project on data analytics and AI, coupled to an internship in your organization. ECDA can promote these internship opportunities among specific groups of students. ECDA hosts an annual master thesis award for the best master thesis project on data analytics and AI
- Your technology may be used in educational programs. ECDA technology partners have the opportunity to offer access to their technology for use by students in educational programs to provide them with a hands-on experience.

### Thought leadership

- Join thought leadership events and workshops organized by ECDA and our partners. ECDA partners get five tickets for annual events such as the ECDA annual summit and RSM Leadership Summit, [rsm.nl/summit](https://rsm.nl/summit).
- Join our monthly online and on-campus seminars in data analytics with renowned Professors and speakers from practice
- Be among the first to know and have access to the latest developments in academic research and results via briefings, white papers and our research magazine, RSM Discovery.

### Access to academics and alumni

- Learn with alumni in masterclasses and lectures from expert practitioners, alumni and faculty
- Interact with research fellows and the ECDA team at our regular meetings to discuss the latest research queries in data analytics.

### Access to ECDA's data hacking community

- Join crowdsourcing and data hacking events, organised by ECDA and partners such as Erasmus Tech Community, [erasmustech.io/](https://erasmustech.io/) and Erasmus Turing Society, [tsociety.io/](https://tsociety.io/)

- Invitation to address opportunities and offer your challenges for crowdsourcing and data hacking events hosted by students from Erasmus University Rotterdam and the wider ECDA community and be among the first to know the outcomes of crowdsourcing and data hacking events.
- Join our master students in their hackathons and business analytics workshops. Our brightest master students on the RSM Business Information Management Honours Programme take part in an annual Data Analytics Hackathon to work on company challenges, bringing innovative ideas, new perspectives, and ultimately, solutions. There's also a competitive element as two corporate partners can join the eight-week annual challenge. Student teams from RSM Business Analytics Management work on a real data set and apply analytics and AI as part of the business analytics workshop course.

### Education and training

- C-suite executive briefings; Invitation to one-day briefings on the latest developments and insights into data analytics and AI by Faculty and guest speakers.
- Executive education; Five complimentary places on our executive team training programme Leadership Challenge with Data Analytics. Multidisciplinary teams work on a company specific use case and develop a first proof of concept, they receive coaching by one of our Professors and a business coach, [rsm.nl/LCBD](https://rsm.nl/LCBD).
- A discount up to 15 per cent on open programmes from RSM Executive Education that can enhance the data analytics and managerial skills within your organisation, such as the Diploma Programme in Digital Transformation, [rsm.nl/DPDT](https://rsm.nl/DPDT).
- Tailor-made and customised courses delivered to your employees, after expert consultation from our customised executive education team, [rsm.nl/customized](https://rsm.nl/customized)
- Annual visits to learn from some of the leading companies in data analytics, AI, blockchain, and fintech with executives, ECDA members, ECDA faculty, and master students.

### Engage with research

- Contract research: Ask our researchers to conduct research study specific to your needs or one of your projects.
- Link with a PhD research candidate for four to five years to work in-depth on your company's queries. PhD students are coached – and their studies

supervised – by a team of Professors. The sub-projects in the PhD research trajectory can be defined so that you receive timely insights into your organisation's queries. PhD candidates join the Erasmus Research Institute of Management, follow our PhD programme and can conduct parts of their research on-site.

- Annual collaborative research programme; Partners may collectively suggest common themes for research that align with ECDA's expert practices research initiatives.
- Your technology may be used in research projects. ECDA technology partners have the opportunity to offer access to their technology for non-commercial use by Faculty as part of research projects.

### Erasmus Data Collaboratory

We are currently developing the Erasmus Data Collaboratory, our AI lab and digital innovation hub as a home for our library of algorithms, data sets, use cases and MVP developments, and for our workshops.

- Discovery workshops; Workshops for you to dive deep into organization-specific topics and discover how data analytics and AI can provide business and societal value.
- Access to algorithms library; Extensive academic research has resulted in a library of advanced algorithms and mathematical approaches for understanding specific challenges such as churn management, inventory optimization, fraud detection, and others.
- Use case and MVP development and design challenges; Defining, refining and developing practical use cases and turning them into minimal viable propositions (MVPs). This is the process of building and studying a proof of concept and moving it into the proof of value stage. A collaboration with students and Faculty.
- Develop your own organization-specific workshop, using facilities in the Erasmus Data Collaboratory, jointly with other corporate partners of ECDA and faculty from several ECDA expert practices.