

# Certnexus - Data Science for Business Professionals

Course code: DSBIZ

The ability to identify and respond to changing trends is a hallmark of a successful business. Whether those trends are related to customers and sales, or to regulatory and industry standards, businesses are wise to keep track of the variables that can affect the bottom line. In today's business landscape, data comes from numerous sources and in diverse forms. By leveraging data science concepts and technologies, businesses can mold all of that raw data into information that facilitates decisions to improve and expand the success of the business.

CertNexus is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

Affiliate	Duration	Course price	ITB
Praha	1	10 600 Kč	10
Brno	1	10 600 Kč	10
Bratislava	1	400 €	10

The prices are without VAT.

## Course terms

Date	Duration	Course price	Type	Course language	Location
06.03.2026	1	400 €	Online	EN	Online
15.05.2026	1	400 €	Online	EN	Online
15.05.2026	1	10 600 Kč	Online	CZ/SK	Online

The prices are without VAT.

## Who is the course for

This course is designed for business leaders and decision makers, including C-level executives, project managers, HR leaders, Marketing and Sales leaders, and technical sales consultants, who want to increase their knowledge of and familiarity with concepts surrounding data science. Other individuals who want to know more about basic data science concepts are also candidates for this course. This course is also designed to assist learners in preparing for the CertNexus® DSBIZ™ (Exam DSZ-110) credential.

## Required skills

To ensure your success in this course, you should have a working knowledge of general business concepts and practices. You should also have a basic understanding of information technology (IT) resources and systems, including networks, computers, and other digital devices used in an enterprise setting.

## Teaching materials

Official guide book for this course

## Course outline

### Lesson 1: Data Science Fundamentals

- What is Data Science?
- Types of Data
- The Data Science Lifecycle

### Lesson 2: Data Science Implementation

#### GOPAS Praha

Kodaňská 1441/46  
101 00 Praha 10  
Tel.: +420 234 064 900-3  
[info@gopas.cz](mailto:info@gopas.cz)

#### GOPAS Brno

Nové sady 996/25  
602 00 Brno  
Tel.: +420 542 422 111  
[info@gopas.cz](mailto:info@gopas.cz)

#### GOPAS Bratislava

Dr. Vladimíra Clementisa 10  
Bratislava, 821 02  
Tel.: +421 248 282 701-2  
[info@gopas.sk](mailto:info@gopas.sk)



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# Certnexus - Data Science for Business Professionals

- Data Acquisition and Preparation
- Data Modeling and Visualization
- Data Science Roles

## Lesson 3: The Impact of Data Science

- Benefits of Data Science
- Challenges of Data Science
- Business Use Cases for Data Science

**GOPAS Praha**  
Kodaňská 1441/46  
101 00 Praha 10  
Tel.: +420 234 064 900-3  
[info@gopas.cz](mailto:info@gopas.cz)

**GOPAS Brno**  
Nové sady 996/25  
602 00 Brno  
Tel.: +420 542 422 111  
[info@gopas.cz](mailto:info@gopas.cz)

**GOPAS Bratislava**  
Dr. Vladimíra Clementisa 10  
Bratislava, 821 02  
Tel.: +421 248 282 701-2  
[info@gopas.sk](mailto:info@gopas.sk)



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