



Technology “101” for Business and Finance

Overview

How many of you wonder how the internet actually works? How many of you wonder what the internet actually is? How many of you wonder how a computer is actually able to do the things that it can do?

This one-day, non-programming-based course highlights some of the inner workings of key technologies that we use / experience every day. By the end of the course, you will have a deeper understanding of the technology industry including how such technologies work.

What This Course Offers

- Overviews of key technologies
- Understanding of how these technologies work
- Introduction to number systems
- Course notes, certificate of completion, and post-seminar email support for 1 year
- An engaging and practical training approach with a qualified instructor with relevant technical, business, and educational experiences

Who Is This For

This course is relevant for any professionals who want to gain a higher level understanding of key technologies in our world. Attendees generally tend to be a bit more senior given the higher level nature of the work.

Course and Contact Information

Level: Beginner

Prerequisite: None

Duration: 1 Day

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Course Curriculum

- **Computers**
 - What defines a “computer”?
 - How Computers Work
 - Binary and data
 - Circuits



- CPU, memory, input, and output
 - Hardware vs. software
- **Internet**
 - What is the internet?
 - How does the internet work?
 - Wires, cables, and WiFi
 - DNS and IP addresses
 - Packets and routers
 - HTTP and HTML
 - CSS and JavaScript
 - Deep Web
 - “Internet of Things”
- **Programming**
 - What is programming?
 - Intro to algorithm design
 - Different languages vs. different purposes
- **Cybersecurity**
 - Encryption and keys
 - Crime
- **Software**
 - Enterprise vs. Application
 - On-premise vs. Cloud
 - SaaS vs. IaaS vs. PaaS
 - SaaS metrics
 - LTV, CaaS, Bookings, Gross Retention, Net Retention
 - Private equity and interest in software
- **Data Science**
 - What is data science?
 - What is machine learning?
 - Python
 - Use cases
- **Blockchain**
 - What is blockchain?
 - Why should you care about this?
 - Use cases

Course Content Developers

David Haber

David has led programming workshops at the undergraduate and graduate levels, at blue chip companies, and world renowned management consulting firms.

David has experience working with both startups and large corporations. He has filled several leading roles in technology startups. David also worked on optimizing large-scale payment processing systems at Deutsche Bank in Singapore.



David holds an MEng (First-Class Honours) in Computer Science from Imperial College London (UK) where he focused on statistical machine learning. He presented his work at international conferences and won several awards for his work. During his studies, he also served as a teaching assistant at Imperial College where he helped undergraduate students master fundamental computer science concepts.

Neal Kumar, CFA

At Cognitir, Neal leads strategy & business development initiatives as well as product management.

Outside of Cognitir, Neal consults C-level teams and senior business managers on a variety of strategic topics ranging from M&A to marketing. He also leads training seminars (financial modeling) for Wall Street Prep and has consistently received top reviews from attendees and created two training courses that were used in seminars worldwide. Before his consulting and training careers, Neal taught secondary mathematics in St. Louis Public Schools (USA) as a Teach for America Corps Member. Prior to joining Teach For America, Neal worked in investment banking at Lazard, JPMorgan, and Houlihan Lokey.

Neal received his MBA from London Business School (UK) and BBA in Finance from the University of Notre Dame (USA). He is also a CFA Charterholder and a Member of the CFA Institute Education Advisory Committee (EAC) Working Body where he helps shape CFA Program Content.