



Road to Big Data – Technical Enhancement Project
for Hong Kong Information and Technology Industry

Training Course: **Executive Certificate in Big Data and Business Analytics**

14 APRIL - 19 MAY
2018 EVERY SATURDAY
1300 - 1800

HKU SPACE Learning Centre
66 Leighton Road,
Causeway Bay, Hong Kong

Funded by the Professional Services Advancement Support Scheme, this certificated training course is tailor-made by Federation of Hong Kong Industries and HKU SPACE to provide an insight on how big data improve business models with different data analyses, tools and methodologies.

Course Content

- Big Data and its Business and Technology Implications
- Fraud Prevention and Data Governance
- Data Processing and Analysis
- Big Data Tools and Algorithm Exploration
- Data Visualisation and Interpretation

**LIMITED SEATS AVAILABLE!
APPLY NOW!**

Learning Outcomes

After course completion, you should be able to...

- self-explore commonly available off-the-shelf Big Data tools, algorithms and methodologies
- utilize existing Big Data algorithms and tools made available online for predictive analysis
- apply Big Data analytics and incidental AI technologies for management's decision-making
- develop Big Data strategies and forecast results through predictive analytics
- examine Big Data handling processes with reference to ethical issues of Big Data collection and privacy protection in the business world

Language English supplemented
with Cantonese

Course Duration
6 Lessons (5 hours/ lesson)

Course Fee HK \$1,250/ head

Entry Requirements

Applicants shall hold a bachelor's degree awarded by a recognized University or equivalent; or an Associate Degree/ a Higher Diploma or equivalent with 2 years of relevant working experience.



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www.hkitic.org

Organiser



Collaborating Organisations



Funding Organisation

The Government of Hong Kong
Special Administrative Region



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*Information is subject to change, please visit our website for up-to-date programme