



Data Literacy 101 (Online Programme)



Online Programme

“Do you speak DATA?” This is an ESSENTIAL learning for every organization in achieving digital transformation.

A Must Have Competency to Survive in the Digital Economy!

Data Literacy is the most important competency and future skills in the digital era. Data has become every organization’s most important asset. To monetize data, organizations must employ individuals who have data literacy and relevant skills.

This course is designed for general users who **do not have any computer science background** in any discipline to start developing their Data Literacy journey. It is also **highly recommended to include this learning in the staff orientation program** as the enablement tool for the organization's digital transformation.

Programme code	10011932-02
Video Length	65 minutes
Platform	HKPC Academy Online Learning Platform
Medium	English (with English Subtitles)
Course fee	HK\$1,000 *(Early-bird: HK\$900, applicable on or before 15 Sep 2021)
Certification	Participants may complete the exercise on <i>OpenCertHub</i> exam platform to be awarded the Certificate of Completion

Learning Objective

- ✓ Understand what is **data literacy** and its value
- ✓ The rising and demand trend of **Citizen Data Scientist – Data Analytics and Visualization** as core competencies
- ✓ Build your confidence to communicate with data professionals
- ✓ Cultivating a culture for **digital transformation**

Course content

Part 1 – Introduction to Data Literacy

- Why we need to enhance our Digital Literacy?
- What is Data Literacy?
- Importance of Data Literacy
- How does Data Literacy matter to your career?
- Importance of democratizing Data Literacy in our society

Part 2 – Citizen Data Scientist

- What is Citizen Data Scientist?
- The Rise of Citizen Data Scientist

Post-workshop Examination

Complete an online exercise on OpenCertHub exam platform for FREE to award the Certification of Completion.

Part 3 – Big Data Fundamentals

- Types of Data
- Data Skill
- Open-source Technology

Part 4 – Data Visualisation

- Styles and Best Practices
- Development Process

Part 5 – Data Analytics

- 4 Types of Analytics
- Key Techniques In Diagnostic Analytics



Trainer's Profile

Dr Charm has over 30 years of management, marketing, consulting and executive education experience in the innovation and technology industry. He had held senior management positions in leading multinational, Hong Kong and mainland technology and financial services companies, including **Cyberport, HSBC, IBM, Oracle, Kingdee and Jardine Pacific**. Dr Charm specializes in AI/Big Data, FinTech, digital economy and transformation, business strategy and business model innovation, digital tech entrepreneurship and emerging enterprise internationalization.



Dr Toa Charm
DBA, M.A., B.Sc., AI and Big Data Certification (MIT)
AI & Big Data | FinTech | Digital | Start-up Advisor | Professor | Author

Enrolment method

1. Scan the QR code to complete the enrolment and payment online.
OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Ken CHEUNG). Please indicate the course name and course code on the back of the cheque and envelope.

[Enrolment form can be downloaded at <https://www.home.hkpcacademy.org/enrollment/>]

