FutureSkills: Data-Driven Decision Making for Business Executives

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

Course Fee: $4,800 (May apply up to $3,200 subsidy)
*Maximum saving, with the final grant subjects to approval.

RTTP Approved

This workshop is designed for non-tech executives to learn how to use data-driven thinking when designing business strategies and decisions.

After the workshop, you will be able to **master data analytics and business intelligence tools,** and to **communicate with technical staff to apply your data strategy.**

Course Code	10013986-02
Date and time	13-14 APR 2023 (Thu - Fri) 9:30 - 17:00 [Total: 12 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK$4,800/ HK$4,320* *Group discount for 2 or more

Learning Outcomes

- ✓ Understand Data-Driven Transformation for business
- ✓ Application of FREE Business Intelligence tools in business analytics
- ✓ Able to communicate with technical staff to apply your data strategy.
- ✓ Application of using Big Data, Data Analytics & AI in business
- ✓ Through the use of simple ABC tools (AI, Big Data and Cloud), any non-technical executives can be able to up-skill and re-skill their data literacy competencies

This course is an approved Reindustrialisation and Technology Training Programme(RTTP), which offers up to 2/3 course fee reimbursement upon successful applications. For details: https://rttp.vtc.edu.hk.

Course Content

Day 1 - Data-Driven Decision Making for Business Executives

1. Data-Driven Decision Making
 a. What are data-driven decision making systems?
 b. The ABCDEFG of data-drive decision making.
 c. Application of AI, Blockchain, Cloud, Data, Ecosystem, 5G in decision making.
 d. Case studies and hands on practice.

2. Data-Driven Transformation for Business
 a. Evaluation of the best tools in Data-Driven Transformation.
 b. 7Vs of Big Data and how these Vs can be carried out.
 c. Application of Big Data tools.
 d. Cases studies and hands on practice.

3. Building next generation data infrastructure
 a. Introduction of next generation data infrastructure and advance data analytics.
 b. Brief introduction of tools available for Advance Business Analytics.
 c. Application of Power Apps platform for Business Automation.
 d. Application of Databricks for next generation data infrastructure.

Day 2 - Data Driven Programmes for Business Intelligence and Analytics

4. Data Literacy and Data Driven Programmes
 a. What is Data Literacy?
 b. What is the importance of Data Driven Storytelling?
 c. How to implement/evaluate/monitor/improve your Data Driven Programmes?
 d. How to communicate with technical staff?
 e. What are the potential security issues?
 f. Hands-on exercises

5. Data Visualisation and Cases workshop
 a. Data Drive storytelling and data visualisation in action.
 b. How Data Visualisation works?
 c. Application of various BI tools like Power BI and Tableau.
 d. Data Visualisation cases & workshop.

6. Data Analytics and Business Intelligence Tools
 a. Hands on workshop in Data Analytics and Power BI Tools
 b. 4 processes of Business Analytics
 c. Descriptive analytics use cases
 d. Prescriptive Analytics
 e. Machine Learning and AI

Trainer's Profile

Patrick TSOI, is a trainer with over 20 years hands-on data science, Big Data and programming experiences. He is a Doctor of Education candidate from Hong Kong Baptist University, Master in IT Education graduate from the Hong Kong University and B.Eng in System Engineering and Engineering Management from the Chinese University of Hong Kong.

Award of Certificate

A Certificate of Attendance will be awarded to participants who have attended 75% or above of the course.

RTTP Application

Companies should submit their RTTP training grant application for their employee(s) via https://rttp.vtc.edu.hk/rttp/login at least two weeks before course commencement.

Alternatively, **application form** could be submitted by email to rttp@vtc.edu.hk along with supporting documents.

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 to: HKPC Academy, the Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG).
Please indicate the course name and course code on the back of the cheque and envelope. OR

3. Visit the registration counter of HKPC Academy, the Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee. Office hours: Monday to Friday 09: 00 - 18: 00

http://u.hkpc.org/a6r