Data Analytics for Business Success (vLearn Programme)

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FUTURE**SKILLS**
CONNECTION TECHNOLOGY 裝備未來

vLearn
HKPC Virtual Learning

This programme will equip you with a foundational understanding of data management, explore free analytics tools, and uncover the best practices for data governance and security.

Enrol now to enhance your decision-making and drive business success through informed insights.

Programme Code	10017879-02
Programme Duration	38 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Learning Objectives

- Understand data management and its role in informed decision-making
- Identify and evaluate the free data analytics tools and their business applications
- Explore data governance and security best practices

Inquiry: Mr Terence LUEN | +852 2788 5318 | terenceluen@hkpc.org
Ms Maggie CHEUNG | +852 2788 5013 | maggiecheung@hkpc.org

Course Outline

1. The Role of Data Analytics in Business

- Understand the key components of data management, including data analytics, business applications, and data visualisation
- Understand the importance of data collection and analysis for informed decision-making
- Case study / applications

2. Data Analytics Tools

- Explore data analytics tools such as Excel, Power BI, and Tableau, and learn how to select the right ones for your organisation
- Discover implementation strategies for integrating data analytics into business processes

3. Data Governance and Data Security

- Understand the importance of data governance
- Understand data security
- Uncover the best practices for data governance and data security

Enrolment Method

Scan the QR code to complete the enrolment and payment online.

http://u.hkpc.org/bvY

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Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	• Differentiate between Waterfall and Agile Project Management, noting their pros and cons • Examine the rise and uses of Agile Project Management • Uncover Agile Project Management's significance, mindset, and team structure • Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	• Define good customer experience • Explore the importance of Customer Experience in the Experience Economy • Learn about 4P, 4C, and 4E in marketing and their relationships • Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) • Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	• Stay updated on cybersecurity news and trends • Learn about internet security measures to safeguard digital assets • Recognise and prevent phishing attacks • Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	• ESG definition and worldwide/local trends • Impact of global climate change on business sustainability • Implementation of sustainable practices in your company • Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	• Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	• Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	• Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	• Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape • Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation • Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	• Understand the basic concept of AI Gym • Learn about the AI principles for effectively prompting • Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes

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