



Data Analytics for Business Success (vLearn Programme)

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CONNECTION TECHNOLOGY 華備未來
FUTURE SKILLS



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

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

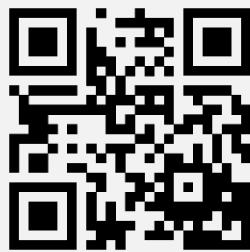
- Explore data analytics tools such as Excel, Power BI, and Tableau, and learn how to select the right ones for your organisation
- Discover implementation strategies for integrating data analytics into business processes

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>

Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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