

Executive Certificates in Applied Business Analytics and Decision Optimization

行政人員證書《應用商業分析與決策優化》

This programme provides students with the essential knowledge of Big Data, the framework of Business Analytics as well as the usage of computer software to optimize the solution for effective decision making. It also covers the data preparation procedures, methods in handling big data using Python, techniques of Business Analytics and optimal solution for decision making. Apart from applying the knowledge to solve problems in their workplace, students may consider further their studies in Big Data, Data Analytics, Computer Science, Operation Research, FinTech and Quantitative Analysis in future.

On completion of the module, students should be able to:

1. outline the applications of Big Data for business and handling process;
2. identify data governance and security issues for Business Analytics;
3. apply mathematical techniques and statistical methods for data analysis with business applications;
4. use optimization methods to perform decision making for business and finance;
5. solve business and financial problems quantitatively using computer software.

Entry Requirement

Applicants shall hold:

- a. a bachelor's degree awarded by a recognized University or equivalent; or
- b. an Associate Degree/ a Higher Diploma or equivalent, and have at least 2 years of relevant working experience.

Priority will be given to those applicants who have a mathematics, statistics, science, computer science, engineering, information technology or business analysis background.

Applicants with other qualification and substantial senior level work experience will be considered on individual merit.

Programme Structure

Executive Certificate will be conferred to candidates who have achieved at least 70% attendance as well as attain pass grades of the programme.

Programme Delivery

Medium of Instruction: English

Course Fee

Course Fee: HK\$7,000

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Students under this programme are eligible to apply free membership for Hong Kong Internet and eCommerce Association (HKIECA).

HKIEA is the non-profit organization and offers talks, workshops and/or seminars related to the Internet and Ecommerce as well as Big Data.

Venue:

HK Island Campus

Kowloon Campus

Application Procedure

1. Apply via online application system
2. Submit the following to enrolment centres
 - Application form
 - HKID copy
 - Application fee HK\$150 (non-refundable)
 - Copy of academic/ professional qualification

Programme Enquiries

Telephone: 2867 8331
Fax: 2861 0278
Email: finedec@hkuspace.hku.hk
Website: <http://hkuspace.hku.hk/>
(Search word: ECBIGDATA)

Application Deadline

7 days before programme start date



Enrolment Centres

Admiralty Learning Centre [ADC]

3/F, Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]

14/F, Fortress Tower, 250 King's
Road., North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]

1/F, HPCC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]

2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]

3/F, T.T.Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222