

Certificate for Module

STORYTELLING WITH DATA FOR IMPACTFUL PRESENTATION

證書 (單元: 數據說故事的有效演講法)

MS150A  5



In today's era, data analytics is one of core pillars in every business, business executives must excel in navigating and managing data, but not many of them equipped with the ability to communicate the business insight effectively to the senior management. As business executives, it's too easy to generate tables, charts, graphs, and dashboard but the more information they have, the more difficult for them to filter out the most important information to support their recommendation. In this course, students will not only learn the techniques, but also the effective strategies to master their data in an impactful way.

Programme Structure

- Introduction to Data and Analytics for Business Strategy and Storytelling
- Use of Visuals
- Design Principle of Data Visualization
- Storyboarding and Storytelling with Data Visualisation
- Dashboard Design and Implementation
- Analytics Presentation Skills
- Ethical Use of Data Visuals
- Practicing and Putting All it Together

Who Should Attend?

- Middle-to-senior business executives and managers in all sectors and industries with non-tech background in particular
- Team leaders and unit heads
- Business analysts and data scientists
- Training and Development professionals

Programme Delivery

4 Saturdays:

10:00 am to 6:30 pm (7.5 hours)



This course has been included in the list of reimbursable courses under the Continuing Education Fund.



This course is recognized under the Qualification Framework (QF) level 5.

QF Level: 5 QR Registration No.: 21/001174/L5

QR Registration Validity Period: 01 Dec 2021 - on-going

**CERTIFICATE FOR MODULE
STORYTELLING WITH DATA FOR IMPACTFUL PRESENTATION**

COURSE CODE:

MS150A

STUDY MODE:

Part-Time

START DATE:

Please refer to our website

LANGUAGE:

English

LOCATION:

HKU SPACE Learning Centre

Course fee

HK\$7,800



Application Procedure

Online application on website for individuals; or
Complete and return the application form in person to
HKU SPACE Enrolment Centre. The application must
be accompanied with Photocopies of ID card

Programme Enquires

Telephone: 2867 8318

Email: ice@hkuspace.hku.hk

Lecturer: Dr Lawson Law

Dr Law has held senior management positions in large corporations for over 20 years i.e. Hang Seng Bank Limited and MTR Corporation. He is keen to share his experience in Machine Learning and Data analysis. He has obtained Doctorate Degree in Engineering and Master of Science Degree in Information Systems from The Hong Kong Polytechnic University, and a Bachelor Degree in Quantitative Analysis for Business from City University of Hong Kong. His research area is related to CRM and Machine Learning.

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]**

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

**HPSHCC Campus
[HPSHCC]**

1/F, HPC 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