



HKU-Ivey Executive Leadership Program in Data Analytics and Big Data (DABD)

Many organizations and executives find they have access to vast amount of data but lack of the skills and knowledge to leverage the data to create value. The HKU-Ivey Executive Leadership Program in Data Analytics and Big Data (DABD) will enable executives to use data to drive their operational & strategic decision-making and create more value for their businesses.

Leveraging on case development capacity of the Ivey Case Centre in Asia, this program will be empowered by recent cases on the Obamacare website, Alibaba, Tencent WeChat, UPS, and Google Flu etc., discussing effective use of data and analytics for operational & strategic decision-making.

Participants will Gain Insight in

- ◆ methods to analyze data to improve understanding of complex business issues.
- ◆ the role of data in acquisition of customers to create competitive advantage.
- ◆ recognition of opportunities where achieving an understanding of data can lead to enhanced performance or profitability.

Target Audience

Middle to senior executives who are:

- ◆ seasoned with technical backgrounds such as finance, actuary, revenue management.
- ◆ heading a team of technical experts with mandate to use data analytics for business success.
- ◆ leading departmental heads with technical background as direct reports.

Program Dates and Fees

Modules	Date*	Fee**
Module 1 - Big Data and Technology Management	February 28 - March 1, 2017	USD 2,000
Module 2 - Social Media Analytics and Digital Strategy	April 6 - 7, 2017	USD 2,000
Module 3 - Data Mining and Text Analytics	May 11 - 12, 2017	USD 2,000
Module 4 - Data-Driven Decision Making under Uncertainty	June 8 - 9, 2017	USD 2,000

Participants will be conferred a certificate jointly issued by HKU and Ivey upon completing all 4 modules of the program.

* Each module is 2 days.

** Discount applicable for early bird registrations before January 27, 2017 OR ≥ 3 registrations from the same company.



For more information and registration, please contact us at:

Faculty of Business and Economics
The University of Hong Kong
Room 304, Block B, Cyberport 4
100 Cyberport Road, Hong Kong
www.fbe.hku.hk

Mr. Liang Song
+852-3962-1472
slsong@hku.hk



THE UNIVERSITY OF HONG KONG
Faculty of Business and Economics

Ivey Business School at Western University, Canada
Cheng Yu Tung Management Institute
Level 3, Phase 1, Hong Kong Convention and Exhibition Centre,
1 Harbour Road, Wanchai, Hong Kong
www.ivey.com.hk

Name: Ms. Carol Zheng
Tel.: +852-2135-2242
Email: executives@ivey.com.hk



IVEY Asia
Business School
WESTERN UNIVERSITY - CANADA

