



## HKU - Ivey Executive Leadership Program in Data Analytics and Big Data Application Form

### Module Selection

Please select the module below to which you would like to apply:

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

5% discount will be offered to HKU or Ivey alumni.

### Applicant Information

Please Note: all information will be kept confidential.

1.  Mr.  Mrs.  Ms.  Dr.

2. First Name (In Full): \_\_\_\_\_

3. Last/Family Name: \_\_\_\_\_

4. Preferred Name: \_\_\_\_\_

5. E-mail Address: \_\_\_\_\_

6. Mobile Number: (       ) \_\_\_\_\_

7. Please indicate if you are alumni of HKU or Ivey:  HKU  Ivey

Completed Program Name: \_\_\_\_\_

Graduation Year: \_\_\_\_\_



## Employment Information

- 1. Title/Position: \_\_\_\_\_
- 2. Company: \_\_\_\_\_
- 3. Parent Company (if different from above): \_\_\_\_\_
- 4. Business Address: \_\_\_\_\_

5. Business Telephone Number: ( \_\_\_\_\_ ) \_\_\_\_\_ Ext. \_\_\_\_\_

6. Present Level of Responsibility:

- Board Member / Chief Executive Officer / President / Managing Director
- Director/ Divisional General Manager / Regional or Country Manager/ General Manager
- Entrepreneur
- Functional Manager

7. Present Area of Responsibility:

- |   |   |
|---|---|
| <input type="checkbox"/> Communications           | <input type="checkbox"/> Materials Management   |
| <input type="checkbox"/> Distribution/Warehousing | <input type="checkbox"/> Legal                  |
| <input type="checkbox"/> Finance                  | <input type="checkbox"/> Production, Operations |
| <input type="checkbox"/> General Management       | <input type="checkbox"/> PR, Investor Relations |
| <input type="checkbox"/> Human Resources          | <input type="checkbox"/> Quality Management     |
| <input type="checkbox"/> Information Systems      | <input type="checkbox"/> Sales                  |
| <input type="checkbox"/> Manufacturing            | <input type="checkbox"/> Strategic Planning     |
| <input type="checkbox"/> Marketing                | <input type="checkbox"/> Other: _____           |

## Marketing Information

How did you hear about the program?

- Ivey Business School
- HKU
- American Chamber of Commerce
- Canadian Chamber of Commerce
- Friends/ Family/ Colleague
- Others, Please specify : \_\_\_\_\_



## Payment Information

The program fee must be paid upon receipt of the invoice.  
Please indicate the name required on the program invoice and to whom should it be addressed.

1. Payment Method

*(Payment can be made by cheque or bank transfer):*

Cheque

Bank Transfer

2. Invoicee Name: \_\_\_\_\_

3. Invoicee Title: \_\_\_\_\_

4. Invoicee Company Name (if any): \_\_\_\_\_

5. Invoicee Address: \_\_\_\_\_  
\_\_\_\_\_

6. Invoicee / Account Department Contact Number: (      ) \_\_\_\_\_

## Terms of Enrolment & Payment Schedule

Participant fees must be submitted prior to commencement. Payment shall be made in Hong Kong dollars (US\$1 = HK\$7.8) within 30 days of the receipt of the invoice. Cancellation and administration fees apply to program withdrawal and rescheduling. Please contact Ivey for details.

## Applicant Declaration

I hereby certify that the above information is a true record of my personal information, and that I have provided all the required information. My signature on this application represents my agreement to enroll in the indicated program and other terms above.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date