



2019 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 skills and knowledge to leverage the data for business growth. 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 and also the Asia Case Research Centre of HKU FBE, this program will be empowered by recent cases in business analytics such as IBM, Netflix, SF Express, DFS, and artificial intelligence in healthcare, 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 - Data-Driven Decision Making under Uncertainty	February 25-26, 2019	USD 2,000
Module 2 - Social Media Analytics and Digital Strategy	March 18-19, 2019	USD 2,000
Module 3 - Data Mining and Text Analytics	May 6-7, 2019	USD 2,000
Module 4 - Leading Digital Transformation and Disruption	June 3-4, 2019	USD 2,000

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



For more information and registration, please contact us at:

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**Discount applicable for early bird registrations before January 10, 2019*

Scan QR code for discount details



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