



BIG DATA APPLICATIONS IN BUSINESS

Big data, big impact :
Driving business success

26-27
SEP
2019
(Thu-Fri)
Hong Kong





Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

Program Overview

Corporations are increasingly flooded with data collected from different touch points with customers. These can be sales transactions, inquiries, surveys, clickstreams, and comments collected from a wide spectrum of social media platforms. Most importantly, these data are collected automatically in real time through an increasingly number of channels including POS, ERP, CRM, web, and mobile apps. They provide corporate executives with an immense potential to better understand their customers and to formulate actionable strategies to maximize business opportunities. Data analytics (or Big Data) enables executives to unleash this potential through a systematic way to acquire, analyze, and experiment with data collected from internal and external sources. As competition intensifies at a global scale, data analytics will become a core competence of executives who aim to identify and exploit business opportunities at different stages of the value chain.

Program Objectives

- Understand the key concepts of big data and its potential through cases studies and review of real business applications
- Develop a framework of data-driven decision making and continuous experimentation to understand customer behavior and preference
- Acquire hands-on experience with tools in data analysis, email campaign, and text analysis
- Understand the infrastructure requirements and project management skills required to implement successful data analytics projects

Program Benefits

- What are the driving forces behind the big data phenomenon and where is it heading?
- How big data is affecting the economy and why many companies are falling behind the curve in reaping its benefits?
- How customer data are classified and what are the common pitfalls and biases in managing and interpreting data?
- What are the basic concepts of data analytics from a managerial and non-technical perspective?
- Learn the basic tools to analyze data and how they can be applied in business settings.
- How data are collected and how companies can facilitate data collection through its many touch points with customers?
- Management of data analytics projects and how to establish a winning project team?
- Experience sharing of senior executives engaged in data intensive projects.

The instructor welcomes participants to discuss with them the challenges and issues arising in their data analytics projects and to share their experience and advices.

Upon completion of the program, participants will receive a certificate of participation issued by HKUST Business School.



World Class Faculty

Professor Rong Zheng

PhD, New York University

Associate Professor, Department of Information Systems, Business Statistics and Operations Management

Professor Rong Zheng has been a consultant to Wizard Quant (a leading quantitative trading company in China). He taught for Fuyang executive training workshop.

Professor Zheng has extensive teaching experience in MBA and Master Programs in HKUST. He has won various teaching and professional awards, including Finalist, Franklin Prize for Teaching Excellence (2010), Dean’s Recognition of Excellent Teaching, HKUST School of Business and Management (2010, 2012 and 2013) and also Weilun Fellowship (2010-2017).

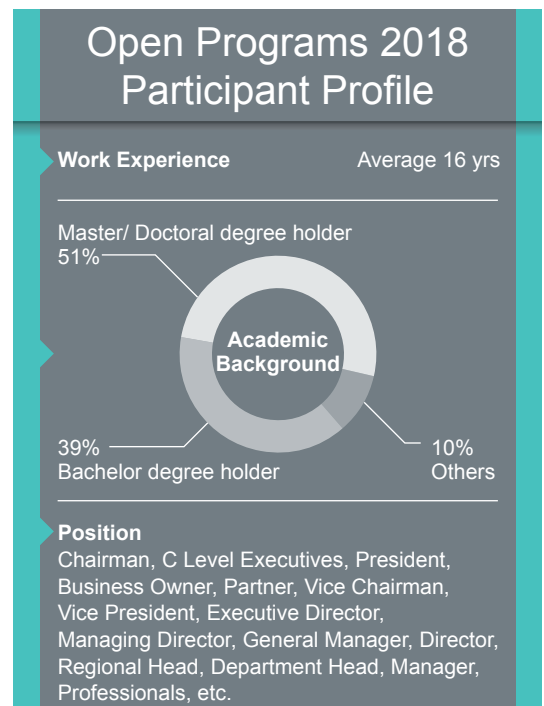
Professor Zheng’s general research interest is applying artificial intelligence to financial and marketing applications. He has published his research in top academic journals including the *Accounting Review*, *Management Science* and *Information System Research*.

Program Content

- Introduction and overview
- Pitfalls and biases of managerial decision making and how a data-driven decision mindset can help to increase the objectivity and effectiveness of decision making
- The data-driven decision making framework of data analytics
- Data types, data sources, and data collection methods
- Basic analytic techniques and hands-on experience using customer datasets
- How to measure success of data analytics
- Planning for data analytics and project management

Who Should Attend

Executives involved in sales, marketing, customer relationship, loyalty programs, electronic commerce, social media platforms, and corporate IT management. Concepts and techniques are introduced from a non-technical perspective. The program is particularly useful for executives who are leading or exploring data analytics projects and can apply the skills learned in the program in implementing their projects.



▪ Fees

Program Fee	HK\$16,500
Early bird (by 16 August 2019)	HK\$14,000
HKUST Alumni # or Corporate rate/Group participation*	HK\$13,000

Program fee includes tuition, all teaching materials, refreshment and lunch

Including participants of our open programs

* 3 or more concurrent registrations

▪ Program Schedule

26-27 September 2019 (Thu-Fri)

9:30am – 12:45pm	Morning Session
12:45pm – 1:45pm	Lunch
1:45pm – 5:00pm	Afternoon Session

Daily schedule is subject to change

▪ Venue

HKUST Business School Executive Education Suite
3/F, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

▪ Contact & Registration

Registration deadline: 6 September 2019

To register, please complete the registration form attached or online registration form and send the completed form with program fee by **cheque payable to “The Hong Kong University of Science and Technology”** to:

Mr. Garrie Pang, Program Officer

HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

☎ (852) 2358 8013 (Mr. Garrie Pang)
(852) 2358 7541 (Ms. Christine Chan)
☎ (852) 2335 5836
✉ ExecEd@ust.hk
🌐 www.bm.ust.hk/ExecEd

Program fee is due upon acceptance of application.

Program details will be sent to participants by email 2 weeks prior to the program commencement date. If participants do not receive it accordingly, please contact the program office.

Places are available on a first come, first served basis.

HKUST Business School reserves the right to make any amendments to the program without prior notice.

▪ Cancellation and Refund Policy

A 50% refund of program fee is available for cancellation received in writing at least 4 weeks prior to the program commencement date.



Website

WeChat

HKUST BUSINESS SCHOOL EXECUTIVE EDUCATION PROGRAM

REGISTRATION FORM

(Photocopy of this form is accepted)

Please return the completed registration form to our office:

Mr. Garrie Pang, Program Officer
HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science & Technology
Clear Water Bay, Kowloon, Hong Kong

✉ : ExecEd@ust.hk ☎ : (852) 2335 5836

Please affix your business Card here

Program Name & Date: _____

PARTICIPANT INFORMATION

Last Name (Mr / Mrs / Ms / Dr *) : _____

Given Name : _____

Name to be printed on the certificate : _____

Job Title : _____

Company : _____

Industry : _____

Job Responsibilities : _____

Correspondence Address (Office / Home*) : _____

Telephone : _____ (Office) _____ (Mobile)

Email : _____ Fax : _____

Highest Degree Obtained : _____

Work Experience (Number of years) : _____

If you are HKUST student or alumni, please fill in the following :

Program currently studying or graduated : _____

Year of graduation : _____ Student ID : _____

All information submitted will be kept confidential. Personal data will be used for the purpose of market research, program development and electronic direct mailing only.

Signature : _____ Date : _____

** Please delete where inappropriate*