

BUSINESS

INSPIRING INNOVATION

Continuing Education Programmes



Member of VTC Group
VTC 機構成員

2022 Q4

Certificate in Big Data and Business Analytics

大數據及業務分析證書 BA424044M



Programme Details:

1. Big Data and Business Analytics Principles

- Big Data and business operation
- Evolution of Big Data analysis
- Three types of business analytics

2. Big Data and Business Analytics in Practice

- Algorithms and methodologies for Big Data analysis
- Artificial Intelligence technologies for decision-making
- Big Data strategies and predictive analytics for decision-making
- Different platforms for Big Data and business analytics

3. Security and Ethical Issues for Big Data analysis

- Security measures for Big Data analysis
- Ethical issues of Big Data collection and privacy protection

4. Professional Collaboration in Big Data and business analytics

- Different types of professional in Big Data and business analytics
- Effective communication with professionals in Big Data and business analytics

Date of Commencement : 12 Sep 2022

Schedule: 12, 14, 19, 21, 26, 28 Sep & 3, 5, 10, 12 Oct 2022

Time: Every Monday & Wednesday

19:00-22:00

Venue: IVE (Haking Wong), 702 Lai Chi Kok Road, Kowloon

Medium of Instruction:

Programme will be conducted in English, with English Teaching and Learning Packages supplemented with Chinese terminologies.

Entry requirements:

1. One year work experience; or currently employed in relevant industry; and
2. Five HKDSE subjects at Level 2 or above, including English and Chinese Languages, or equivalent; or
3. Five HKCEE subjects at Grade E/Level 2 or above, including English and Chinese Languages, or equivalent ; or
4. Completion of a QF Level 3 programme that is deemed acceptable to the respective Programme Board; or
5. Relevant RPL qualification(s) at QF Level 3 or above AND a pass in an entrance assessment, which can be either oral or written; or
6. Other relevant verifiable prior learning and/or work experience that is/are deemed appropriate by the respective Programme Board AND a pass in an entrance assessment, which can be either oral or written

Mature Applicants:

Applicants who are aged 21 or above on 1 September of the year of application and do not meet the minimum entrance requirements may apply through the mature applicant route.



Mr. Kenny Tang (鄧國健先生), CEO (ZtoA) Programme Advisor / Guest Speaker

Mr. Tang is a professional market consultant specialty in company brand building, IT solution, marketing strategy and research. He has worked for a number of well-known company such as TVB, ATV, Convey and 4As for advertising development.



Enrolment Details: business.vtc.edu.hk

Application Period: 20 May – 31 Aug 2022

Programme Fee:

- 1) Early Bird HK\$ 6000 (On/Before 20 Aug 2022)
- 2) Regular HK\$ 7000 (After 20 Aug 2022)



資歷架構級別四

資歷名冊登記號碼: 21/000394/L4

登記有效期: 15/06/2021 To 31/08/2026



本課程已加入持續進修基金可獲發還款項課程名單內
課程編號: 33C135892

如欲了解更多持續進修課程，歡迎瀏覽：

