

# BUSINESS

INSPIRING INNOVATION

## Continuing Education Programmes



Member of VTC Group  
VTC 機構成員

2022 Q2

# Certificate in Digital Transformation

數碼轉型證書

BA424048M



### Programme Details:

#### 1. Digital Transformation Framework

- Organisational model
- Principle of digital transformation
- Customer value proposition

#### 2. Technology for Digital Transformation

- Big Data analysis
- Blockchain technology
- Digital marketing
- Artificial Intelligence
- Business Process Automation

#### 3. Digital Transformation Strategy

- Internal and external factors impacting digital transformation
- Understanding of disruptions
- Digital transformation trends and practices
- Identify digital opportunities
- Digital transformation plan

#### 4. Digital Transformation Divers and Challenges

- Technology advancement
- New forms of operation in post-pandemic era
- Shift in organizational mind-set, structure, and interaction for digital transformation

#### 5. Security and Ethical Issues for Digital Transformation

- Ethical issues related to digital transformation

#### 6. Professional Collaboration in Digital Transformation

- Effective communication with professionals in digital transformation

Date of Commencement: 27 Jun 2022

Schedule: 27, 29 Jun & 4, 6, 11, 13, 18, 20, 25, 27 Jul 2022

Time: 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 Language and Chinese Language, 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.

Enrolment Details: [business.vtc.edu.hk](http://business.vtc.edu.hk)

Application Period: 13 Apr – 17 Jun 2022

Programme Fee:

- 1) Early Bird HK\$ 5800 (On/Before 7 Jun 2022)
- 2) Regular HK\$ 6500 (After 7 Jun 2022)

\*This programme has been included in the list of reimbursable programmes under the Continuing Education Fund



資歷架構級別四

資歷名冊登記號碼: 21/001150/L4

登記有效期: 01/10/2021 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: 33C13666A



**Mr. Marco Ho**  
Founder, GreenTomato Academy  
Programme Advisor / Guest Speaker

A cross-disciplinary professional proficient in digital marketing, design, advertising and user experience design. Specialized in professional training in creative thinking, marketing management, digital transformation and design.

如欲了解更多持續進修課程，歡迎瀏覽：

