

Postgraduate Certificate in Digital Strategy and Business Transformation (PgCert in DSBT)

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| Mode of Study: | Part-time |
| Programme Leader: | Dr. Tim Cheng |
| Programme Coordinator: | Mr. Marius Chow (Tel: 2975 5633) |
| Programme Launch Date: | June 2019 |
| Application Deadline: | 31 May 2019 |

Introduction

This programme aims to equip students with the latest thinking, techniques and tools in the area of digital strategy so that they can keep abreast of the latest developments and apply them appropriately in different business circumstances. Students will learn what changes to initiate within their organisations in response to the challenges and opportunities in the digital age. They will also be able to contemplate what leadership skills they have to acquire and nurture in order to drive the business transformation necessary to make their business a success.

On completion of the programme, students should be able to:

1. Collate and analyse relevant data from the corporate strategy and market environment for the formulation of digital strategy;
2. Identify factors pertaining to business growth related to digital planning;
3. Measure impact of digital campaigns on business from the customer's perspective;
4. Articulate and systematically plan to nurture the leadership skills required for successful business transformation;
5. Perform relevant data analysis to facilitate successful business transformation strategy.

Who Should Attend

PgCert in DSBT Programme is most suitable for middle to senior management in:

1. Information Technology
2. Business Analytics
3. Digital Consultancy
4. Finance

Our Field Lecturers

This programme is delivered by a highly-selected group of domain experts with 15+ years of experience in the field.

Modules Learning Objectives

Module 1: Digital Change and Leadership

1. Optimise a company's organization structure and propose supporting organization development plans
2. Build up team support, design plans to motivate team members to elevate their performance at work
3. Adopt a pro-active attitude, embrace the true spirit of an integrated approach
4. Specify an appropriate way to encourage the pursuit of effectiveness and efficiency within the company

Module 2: Digital Transformation and Business Optimisation

1. Build up a sound digital transformation strategy for the realization of the company's business goals
2. Search for and identify new customer segments
3. Reduce the lead time from product and/or service conception to market
4. Forge a closer working relationship with suppliers

Module 3: Social Media and Digital Marketing

1. Command the latest concepts and theories in the domain of social media and digital marketing
2. Formulate the social media and digital marketing strategy for the target customer segments.
3. Deploy different implementation methods for the chosen social media and digital marketing strategy
4. Assess the effectiveness of the implementation methods mentioned above
5. Target and nurture the appropriate customer segments to achieve competitive advantages in the market place

Module 4: Effective Selling and Customer Relationship Management

1. Perform detailed analysis on the company's major marketing strategy and its management
2. Assess critically an organisation's existing marketing strategy and propose practical ways for improvement
3. Architect effective models for the marketing strategy
4. Assess the effectiveness of the existing strategy for customer relationship management
5. Attain balance in the intricate relationships within a customer-driven organisation
6. Determine the current developmental stage of customer relationship management in the company
7. Choose the right strategy for customer gain and retention

Module 5: Big Data and Business Intelligence

1. Devise plans to raise the quality of decision-making in the company through Big Data and business intelligence
2. Establish cross-departmental business intelligence strategy which is in line with the overall corporate strategy
3. Apply Big Data and business intelligence in making day-to-day management more efficient and effective
4. Enumerate the success factors involved in the application of Big Data, business intelligence and data mining

Module 6: Strategic Thinking and Management

1. Enable students to master and apply techniques in relation to strategic thinking
2. Appraise a company's strategic direction and business model to help it face future challenges
3. Analyse relevant information from a company's external environment to come up with the best digital strategy
4. Design details for implementation of the digital strategy for achieving the company's long-term goals
5. Define key performance indicators (KPIs) for monitoring the company's progress in following through its digital strategy

Assessment for Each Module

1. Group assessment
2. Individual assessment

Schedule

| MODULES / WORKSHOPS | DATES & TIME * |
|---|---|
| Orientation Workshop | 15 June (Sat) 2:00pm – 6:00pm |
| Module 1 Digital Change and Leadership | 22 -23 June (Sat and Sun) 9:00am – 7:00pm |
| Module 2 Digital Transformation and Business Optimisation | 31 Aug and 1 Sep (Sat and Sun) 9:00am – 7:00pm |
| Module 3 Social Media and Digital Marketing | 28 – 29 Sep (Sat and Sun) 9:00am – 7:00pm |
| Professional Seminar | 26 Oct (Sat) 2:00pm – 6:00pm |
| Module 4 Effective Selling and Customer Relationship Management | 16 – 17 Nov (Sat and Sun) 9:00am – 7:00pm |
| Module 5 Big Data and Business Intelligence | 11 – 12 Jan 2020 (Sat and Sun) 9:00am – 7:00pm |
| Module 6 Strategic Thinking and Management | 22 – 23 Feb 2020 (Sat and Sun) 9:00am – 7:00pm |

*Schedule of the programme is subject to change and will be discussed with students

Module Duration

18 hours for each module in a month | 9:00 am - 7:00 pm (Sat and Sun)

Lunch Session: 1:00pm - 2:00pm

Class Venue

Island Side Learning Centre

Entry Requirements

Applicants shall hold a bachelor's degree awarded by a recognized institution with 3 years' relevant work experience.

If the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:

- i. an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
- ii. a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
- iii. HKALE Use of English at Grade E or above; or
- iv. HKDSE Examination English Language at Level 3 or above; or
- v. equivalent qualifications.

Applicants with other qualifications and relevant work experience will be considered on individual merit.

Application and Course Fees

The tuition fee for the May 2019 intake is HK\$30,000 and the application fee is HK\$150. Students are required to pay the application fee with completed application form (SF26) and relevant documents to the Academy through our learning Centre or by Post. Students who receive the programme admission notification shall pay the tuition fee in full payment.

Financial Assistance

1. BEA HKU SPACE MasterCard Cardholder may enjoy 10-month interest-free instalment.
2. Hong Kong permanent residents may be eligible to apply for the Extended Non-Means-Tested Loan Scheme (ENLS) from the Student Finance Office of the HKSAR.



Continuing Education Fund

This programme has been included in the list of CEF reimbursable courses. Application for CEF has to be made before commencement of the programme.

Application Timetable

Application Deadline: 31 May 2019

Proposed Date of Commencement: 15 June 2019

Application Procedure

To register, please complete and return Application Form (SF26) with supporting documents to sea@hkuspace.hku.hk, or by post to 8/F, T. T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong. Alternatively, please submit the application form to the enrolment counter of our learning centers in person.

Contact Us

HKU SPACE Executive Academy

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Headquarters

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