

Executive Certificates in Big Data and Predictive Analytics

行政人員證書《大數據與預測分析》

This programme aims to provide students with an in-depth knowledge in Big Data concepts and to develop their skill sets in setting up hypothesis models in Predictive Analytics. The objective is to provide an overview of data mining process and to pinpoint the potential and limitations of predictive analytics within a business setting.

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

1. apply knowledge and skills in the procedure of processing and cleaning of Big Data;
2. build simple hypothesis modelling to gain insights from voluminous data within a business setting;
3. identify the limits and potentials of data mining and predictive analytics;
4. utilize existing Big Data algorithms and tools made available online for predictive analysis;
5. self-explore commonly available off-the-shelf Big Data tools, algorithms and methodologies;
6. differentiate the role of Data Scientist from Business Analyst.

Programme Structure

Executive Certificate will be conferred to candidates who have achieved at least 70% attendance as well as attain pass grades of the programme.

Entry Requirement

Applicants shall hold:

- a. a bachelor's degree awarded by a recognized University or equivalent; or
- b. an Associate Degree/ a Higher Diploma or equivalent, and have at least 2 years of relevant working experience.

Applicants with other qualification and substantial senior level work experience will be considered on individual merit.

Programme Delivery

Medium of Instruction: English

Course Fee

Course Fee: HK\$7,000

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Students under this programme are eligible to apply free membership for Hong Kong Internet and eCommerce Association (HKIECA).

HKIEA is the non-profit organization and offers talks, workshops and/or seminars related to the Internet and Ecommerce as well as Big Data.

Venue:

HK Island Campus

Application Procedure

1. Apply via online application system
2. Submit the following to enrolment centres
 - Application form
 - HKID copy
 - Application fee HK\$150 (non-refundable)
 - Copy of academic/ professional qualification

Programme Enquiries

Telephone: 2520 4612
Fax: 2861 0278
Email: finedec@hkuspace.hku.hk
Website: <http://hkuspace.hku.hk/>
(Search word: ECBIGDATA)

Application Deadline

7 days before programme start date



Enrolment Centres

Admiralty Learning Centre [ADC]

3/F, Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]

14/F, Fortress Tower, 250 King's
Road., North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]

1/F, HPCC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]

2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]

3/F, T.T.Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222