

# Executive Certificates in Applied AI and Predictive Analytics for Business

## 行政人員證書《應用人工智能與商業預測分析》

The programme aims to provide students with the practical knowledge of Artificial Intelligence (AI) as well as discuss the application of Predictive Analytics for Business. Moreover, the programme covers the handling of data for data analysis, data visualization, development of AI and forecasting techniques from the business perspectives.

This programme will cover the following topics:

- ✧ AI
- ✧ Data Mining
- ✧ Deep Learning
- ✧ Clustering
- ✧ Pattern Recognition
- ✧ Statistical Analysis
- ✧ Chatbot
- ✧ Machine Learning
- ✧ Reinforcement Learning
- ✧ Predictive Analytics
- ✧ Data Visualization
- ✧ Natural Language Processing

### 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\$8,600

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

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**

**Kowloon 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: 2867 8331

Fax: 2861 0278

Email: [finedec@hkuspace.hku.hk](mailto:finedec@hkuspace.hku.hk)

Website: <http://hkuspace.hku.hk/>

(Search word: EP137)

### 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

### Kowloon West Campus [KWC]

38-46, Nassau Street, Mei Foo  
Sun Chuen (Phase 6), Kowloon  
(Exit B, Kowloon Bay MTR Station)  
3762 4000