Digital Business Management

數碼商業管理

Bachelor of Science (Honours) Business Management Programme Code: MS040A

University of Plymouth, UK Application Code: 2275-MS040A



bmplymouth@hkuspace.hku.hk







Certificate for Module

Programme Code: MS156A

For details, please refer to p.126

(Data-Driven Decision Making for Managers)



2867 8462 / 2867 8393

For details, please refer to p.125

Advanced Diploma in Business Management Programme Code: MS033A

Application Code: 2275-MS033A

NCR1 CEF 4





AdvDipBM@hkuspace.hku.hk

2867 8477 / 2867 8393 For details, please refer to p.126

Digital Transformation

數碼轉型

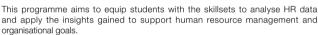
2867 8304

Certificate for Module (Big Data and Al for HR Analytics) Programme Code: HR128A

Application Code: 2335-HR128A







The programme examines the impact of technologies like big data, Internet of Things and artificial intelligence on human resource management and equips students with the knowledge to implement HR analysis techniques for HR functions such as workforce planning, talent acquisition, talent management, learning and development. The programme concludes with a discussion on the future of HR and the emerging trends of predictive HR analytics and digital transformation.

- Applicants should:
 - (a) have gained in the HKDSE Examination Level 2 in 5 subjects including English Language and Mathematics; OR
 - (b) (i) have gained in HKCEE Grade E in 4 subjects (including Mathematics) and Level 2 in English Language*, or equivalent; AND
 - (ii) one A-level pass or two AS-level passes in any subject or other equivalent postsecondary qualifications:
 - (c) hold an HKQF level 3 or equivalent Certificate in human resource management, business or related discipline

Applicants who are aged 21 and above with relevant work experience will be considered on individual merit.

- HK\$4,600
- Application Fee: HK\$150
 - 3 months to 4 months
 - English Level 4 (Reg. No.: 20/000708/L4) Validity Period: 01 Jan 2021 - on-going



See legend on page 031 圖像説明於第031頁

