

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



☎ 2867 8462 / 2867 8393

✉ bplymouth@hkuspace.hku.hk

For details, please refer to p.125

Certificate for Module (Data-Driven Decision Making for Managers) Programme Code: MS156A

Application Code: MS156A

☎ 2867 8477

✉ advdipbm@hkuspace.hku.hk

For details, please refer to p.126

Advanced Diploma in Business Management Programme Code: MS033A

Application Code: 2275-MS033A



☎ 2867 8477 / 2867 8393

✉ AdvDipBM@hkuspace.hku.hk

For details, please refer to p.126

Digital Transformation

數碼轉型

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

Application Code: 2335-HR128A



☎ 2867 8304

✉ ad.hrm@hkuspace.hku.hk

This programme aims to equip students with the skillsets to analyse HR data and apply the insights gained to support human resource management and organisational goals.

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.

- R** 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 post-secondary qualifications;
OR
 - (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

D 3 months to 4 months

E English

Q Level 4 (Reg. No.: 20/000708/L4) Validity Period: 01 Jan 2021 - on-going

善用持續進修
基金
2.5萬元
(申請年齡
無上限)

擁有全港
最多最廣
課程

See legend on page 031 圖像說明於第031頁

R Minimum Entry Requirements 基本入學要求 (P.017)

\$ Fee 學費

D Duration 修業期

E Medium of Instruction 教學語言

Q Qualifications Framework 資歷架構

E Exemption 豁免

S Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk