

Big Data with Analytics for Managers

Monday & Tuesday

11 & 12 March 2019



BIG DATA WITH ANALYTICS FOR MANAGERS

INTRODUCTION

This programme covers all the major aspects of big data including a segment on conducting data analysis with statistics and interpreting the results. Over two days of training, participants will understand the relationship between data and more effective decisions. Big data architectures will be discussed with a focus on the information technology components including the Hadoop database, networked attached storage and statistical engines. Participants will also look at many types of analytics including customer analytics, social media analytics and organizational analytics. The most important part of the programme is to examine how to use big data for research and how data analysis tools can improve decision-making. All of the sessions are enhanced with cases, discussions and small group projects.

COURSE BENEFITS

- Understand the value of big data and the ability to augment an organization's strategy
- Analyze the big data architecture and know what components are needed to make data analytics possible in organizations
- Develop a set of analytics to improve consumer relationships
- Understand big data for research
- Work with statistical tools to analyze the data

DESIGNED FOR

Decision makers from any industry, NGO or government agency who are interested in developing the skills needed to develop big data systems and analyze data using analytics. Executive directors and managers who are responsible for driving the organization's direction, mission, policies and major programmes.

DATE & TIME

Monday & Tuesday
11 & 12 March 2019
9:00 am – 5:00 pm

FEES (Lunch is provided with compliment)

HKMA Member: HK\$6,700
Non-member: HK\$6,900
Early Bird Discount: HK\$200 less
(For those who enrol and pay before 11 February 2019)
Group Discount: HK\$200 less per person
(For companies which send a total of two or more participants to this course and enrol at the same time)

VENUE

The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG

LANGUAGE MEDIUM

English

[Register Now](#)

DAY 1 :

SESSION 1- VALUE OF BIG DATA TO AUGMENT STRATEGY

- Value of Big data
 - Competitive advantage
 - Decision-making
 - Time reductions / efficiencies
 - Ability to make predictions and increase forecasting
- Augmenting an Organization's Strategy
 - Understanding the opportunity
 - Using big data for competitive advantage
 - Strategy and ecosystem analysis
 - Aligning with the organization's strategy

CASE DISCUSSION

SESSION 2 – BIG DATA ARCHITECTURE

- Big Data Architecture
 - Structuring corporate data
 - Drawing the logical map
 - Data warehouses
 - Data marts
 - Statistical engines
- IT Components of Big Data
 - Network attached storage
 - Data base management systems (DBMS)
 - Query language
 - Distributed data base engines
 - Cloud
- Hadoop Databases
 - Features
 - Components
 - Software

CASE DISCUSSION

SESSION 3 – INTEGRATING DATA INTO THE ENTERPRISE

- Integrating big data into traditional DBMS environments
- Integrating data analytics using statistical software
- Building executive support systems from data marts
- Tying together front-end tools

CASE DISCUSSION

SESSION 4 – CUSTOMER ANALYTICS

- Types of Customer Analytics
 - Understanding customer analytics
 - Understand purchasing behavior
 - Consumer behavior
 - Predictive customer intelligence
- Predictive Customer Intelligence
 - Develop marketing engagements
 - Calculate customer lifetime value
 - Aggregate customer buying decisions
 - Look for trends in customer behavior
- Customer Experience Analytics
 - Uncover issues involved in consumer behavior
 - Explore consumer web mouse targets
 - Analyze customer touch points

- Customer Satisfaction Analytics
 - Enhance customer service decisions
 - Explore customer loyalty
 - Analyze the relationships between loyalty and satisfaction
- CASE DISCUSSION

SESSION 5 – SOCIAL MEDIA ANALYTICS

- Understand the target audience
 - Create customer profiles
 - Analyze consumer behavior
 - Explore consumer attitudes
 - Innovate products needed by consumers
 - Enhance customer service
 - Uncover customer patterns
 - Predict consumer repurchase intentions
- CASE DISCUSSION

DAY 2 :

SESSION 6 – ORGANIZATIONAL ANALYTICS

- Financial Analytics
 - Predictive sales analytics
 - Product profitability analytics
 - Cash flow analytics
 - Shareholder analytics
 - Market Analytics
 - Market size analytics
 - Demand forecasting
 - Competitor analytics
 - Pricing analytics
 - Brand analytics
 - Operational Analytics
 - Core competency analytics
 - Supply chain analytics
 - Lean Six Sigma analytics
 - Capacity utilization analytics
 - Project analytics
- CASE DISCUSSION

SESSION 7 – USING BIG DATA FOR RESEARCH

- Applied vs. basic research
 - Scientific research principles
 - Deduction and induction
 - Problem statement
 - Customer analytics
 - Literature review
 - Construct and research model development
 - Hypotheses development
- CASE DISCUSSION

SESSION 8 – DATA COLLECTION TECHNIQUES

- Primary data collection
 - Construct operationalization
 - Survey design
 - Interview instrument design
 - Variable creation in SPSS
 - Cleaning the data set
 - Missing values
- CASE DISCUSSION

SESSION 9 – DATA ANALYSIS TOOLS

- Statistical Analysis Tools
 - Data analysis in SPSS
 - Measurement model analysis
 - Factor analysis
 - Predictive model analysis
 - Hypotheses analysis
 - Correlational matrices
 - Regression analyses
 - Means comparison
- Interpreting the Results
 - Statistical results reporting
 - Understanding the results
 - Writing up the findings

PROGRAMME LEADER

Dr Donald Amoroso is one of the most respected and leading international consultants in the spaces of innovation, strategy, and technology. Organizations that want to break the competitive boundary in their industry consult with Dr Amoroso, especially in establishing a Blue Ocean Strategy. He works with strategic innovation projects, especially information technology, in order to make changes in the competitive strategic environment and move the organization into a new space.



Dr Amoroso has consulted with over 60 international organizations (such as GE Japan, BMW Japan) working with CEOs and CIOs to develop strategic plans, marketing strategies, accounting and enterprise resource management systems, and projects for information technology. Donald coaches c-level executives and in the past three years, he has been working with organizations to establish portfolio management offices (PMO) to centralize their project management processes and establish a link with corporate strategies.

Dr Amoroso is currently a research fellow / Adjunct Professor at the Asian Institute of Management. He has worked with organizations in 17 countries on global issues related to strategy, innovation, technology and leadership. In addition, he was inducted into the Who's Who Worldwide in 1995 for contributions to international organizations changing the distribution of technology information within the Pacific Rim.

Dr Amoroso received his bachelor's degree in Accounting and Finance from Old Dominion University in 1980 and his MBA and PhD from the University of Georgia in 1984 and 1986 respectively.

ENQUIRIES

For course details, please contact Ms Diana Li on 2774-8552; or visit the HKMA website: www.hkma.org.hk/seminar. For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2774-8503.

[Register Now](#)

Application Form

Big Data with Analytics for Managers

AC-47607-2019-1-FC 11 & 12 March 2019

FEES: HKMA Member: HK\$6,700 / Non-member: HK\$6,900

Early Bird Discount: HK\$200 less (For those who enrol and pay before 11 February 2019)

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Name (Mr/Ms): _____

(Surname)

(Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____ Education Level: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA Direct Mail by Post

HKMA Website Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____