

Executive Certificate Course on Big Data for Business Application

27 August - 8 October 2019



EXECUTIVE CERTIFICATE COURSE ON Big Data for Business Applications

INTRODUCTION

This course explores how large amounts of data can be processed and mined using Big Data technologies to uncover patterns, trends and insights that give benefits to business organizations. Techniques, platforms and implementations of Big Data are discussed along with the Data Science aspect of its implementation. There is also a segment of how to build a Big Data team within a business organization to implement Data Science projects. Several successful business use cases using Big Data are presented to give the audience an idea that it's not the amount of data that's important. It's what organizations do with the data for better decisions and strategic business moves.

DESIGNED FOR

- Business leaders, executives and managers who are interested in Big Data and how it can benefit their businesses
- I.T. professionals, technologist and operators interested to know how to get started in Big Data and use it in their operations
- Big Data and Artificial Intelligence enthusiast.

OBJECTIVES

- Introduce the current state-of-the-art and future of Big Data technologies, techniques, platform, tools.
- Applications of Big Data in businesses through successful use cases.

AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% attendance of total lecture hours;
 2. passed the final project
- will be awarded a "Executive Certificate in Big Data for Business Applications"

LANGUAGE MEDIUM

The programme will be delivered in Cantonese, and the course material will be in English

DATES AND TIME

Tuesday

27 August; 3, 17, 24 September; 8 October 2019

7:00 pm - 10:00 pm

Please note that no class will be held on 10 September 2019

* Participants, please bring your own laptop in class.

FEE

HKMA Member: HK\$3,000

Non-member: HK\$3,300

Group Discount: HK\$100 each

(For two or more participants making payments on this course together)

VENUE

W Haking Management Development Centre

The Hong Kong Management Association

14/F Fairmont House

8 Cotton Tree Drive

Central

HONG KONG



ENQUIRIES

For this course details:

Ms Shirley Chan : 2774 8569

Email : details.cdp@hkma.org.hk

General Enquiry & Enrolment : 2774 8500 or 2774 8501

Fax : 2365 1000

Email : enrol@hkma.org.hk

certificate.hkma.org.hk/pdf/EC4060920192F.pdf

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CONTENTS

1 Overview of Big Data

- 1.1 The Vs of Big Data and the Need for Scalable Platforms
- 1.2 Selected Big Data Architecture and Platform
 - Scale-Out Architecture, Parallel Processing
 - Scale-Out Big Data Platforms: Hadoop, Spark, Massively Parallel Processing Databases, Graph Databases, No SQL Databases
 - Graphics Processing Unit for Deep Learning
- 1.3 Big Data Programming Models
 - MapReduce
 - Spark
- 1.4 Overview of Problems Solved by Big Data
 - Use Cases

2 Processing and Managing Big Data

- Collect Data
- Integrate Data
- Data Processing Pipeline
- DEMO: Data Wrangling and Cleaning Using Pandas

3 Analytics Domains

- 3.1 Brief Introduction of Basic Concepts and Applications:
 - Statistics
 - Machine Learning
 - Deep Learning
- 3.2 Tools and Frameworks:
 - Spark Mllib
 - Splunk
 - Knime
 - Weka

4 Big Data Use Cases

- 4.1 Business Use Cases
 - Market-Basket Analysis
 - Fraud Analysis
 - Predict Outcomes
 - Social Network Analysis
- 4.2 Advanced Use Cases
 - Predictive Maintenance
 - National Security & Counter Terrorism

5 Building the Big Data Team

- 5.1 Skills and Recruitment
- 5.2 Structure a Data Science Project
- 5.3 Project Life Cycle

6 Artificial Intelligence

- 6.1 Overview of Artificial Intelligence
 - AI Landscape – The Big Picture
 - Emphasis on Deep Learning
- 6.2 Software and Hardware Requirements for Deep Learning
 - GPU Requirements
 - Programming Languages

LECTURERS

Jong Hang is currently working at the Bank of America Merrill Lynch in Hong Kong responsible for the Client Management analytics. Prior to that, he has worked in Singapore for 6 years using Big Data and Data Science to help business and government organizations to mine insights from data. He has completed various Data Science projects in Europe, United States and Asia. Jong Hang was also a Cloudera Authorized Trainer from 2012 to 2015. He has taught Cloudera Big Data courses such as Hadoop Administration, Hadoop Developer, Hive, Pig. Jong Hang is also an active learner on Coursera and edX MOOC who has completed more than 50 courses in Data Science, Artificial Intelligence, Mathematics and Statistics, Engineering.

Alan Cheung, CQF is a Quantitative Strategist in BAML working with client management and the MEGA (Macro Equity Global Alpha) sales team. He has more than 7 years experience working in the big data analytics space where he specializes in time series analytics/TSDBs and has previously worked as a trainer in Kdb+ technology. Alan also works as a part time lecturer teaching quantitative finance modules. He has a Masters in Mathematical & Computational Finance from the University of Oxford after graduating with First Class Honours in Mathematics with Statistics for Finance from Imperial College London.

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APPLICATION FORM

Executive Certificate Course on Big Data for Business Applications EC-40609-2019-2-F 27 August - 8 October 2019

HKMA Member: HK\$3,000 Non-member: HK\$3,300

Group Discount: HK\$100 each

(For two or more participants making payments on this course together).

* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given.
The Association will issue certificates based on the details and name format as given in this form.

Name (Mr/Ms) _____ (Surname) _____ (Other Names) _____ 姓名: _____ (中文)

HKID Card No. (For verification fo the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Job Function (e.g. Accounting), please specify: _____

Nature of Business (e.g. Retail), please specify: _____

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

E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma Other Diploma
 Matriculation F. 5 / HKDSE Others (Please specify): _____

Total Number of Years' Working Experience _____ Years of Working Experience in Course-Related Field _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Sponsorship: Self-sponsored Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

Our company undertakes to pay the course fee for the above applicant

Name of Contact Person _____ Position _____

Telephone No.: _____ E-mail: _____

Signature: _____ Company Chop and Date: _____

From where did you FIRST learn about this Programme?

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from Other Websites (please specify): _____ Online Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify): _____ Exhibiton: Jobmarket Career & Education (EJEX) Others (please specify): _____

■ 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.

Personal Data Collection Statement

- 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.
- 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.
- 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.

Applicant's Declaration

- I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
- I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

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

Applicant's Signature: _____ Date: _____

Notes for Application

- 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 2774-8500/2774-8501 (Customer Service Department) during normal office hours or fax 2365-1000.
- 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.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No.8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- 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 Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.
- HKMA Website: WWW.HKMA.ORG.HK