



## HKU-Ivey Leading Digital Transformation Programme

### Data Analytics and AI Strategy 6<sup>th</sup> Cohort

In-Person and Hybrid Mode\*

Digital transformation reshapes businesses with the advancement of digital technologies and applications, at an accelerated rate especially by pandemic. The major propellers are data analytics, computer algorithms, intelligent agents, and their applications across scenarios in every industry. The ability to use data, analytics and AI effectively to drive rapid and precise decisions are essential to future leadership skills for the disruptive times. Senior executives equipped with such mindset and knowledge can leverage the innovation trend, lead the corporation achieving impressive growth and be at the forefront of core leadership team.

Leveraging on case development capacity of the Asia Case Research Centre of HKU Business School and also the Ivey Case Centre in Asia, this programme will be empowered by recent business cases in both private and public sectors to equip participants with a strategic mindset, holistic framework and practical approaches in effective use and strategies of data, analytics and AI.

The programme also aims to help advanced participants to work out practical solution and strategy implantation roadmap to the issues brought to the class. Companies are encouraged to provide their real problems before the course. Private consultation time could be offered to the valid cases.

### Participants will Gain Insight and Confidence in

- methods to leverage data and analytics to understand complex business issues, acquire customers, and make informative decisions
- how to set your own data and AI strategy in the areas of sales, products, marketing, general management, et cetera
- the capabilities of AI and blockchain combining with data and how they create, capture, and share value
- recognition of opportunities where achieving an understanding of data and AI can lead to enhanced performance or profitability
- framework and best practices in leading digital transformation and intrapreneurship intelligence

### Target Audience

Senior to Top executives who are:

- responsible or contributing to for shaping organization's future business or digital transformation strategy
- heading a team of technical experts with mandate to use data analytics and AI to unlock new sources of strategic and operating value for business success
- required to bring strategic and operational insights to the senior management
- leading departmental heads with technical background as direct reports
- seasoned with technical backgrounds such as finance, actuary, revenue management

### Programme Dates and Fees

Modules	Date	Fee**
Module 1 AI and Blockchain Strategies	To be confirmed	USD 2,200 per person per module
Module 2 Data, Analytics, Business Strategy	To be confirmed	
Module 3 Data Informed Customer Insights and Digital Strategy	To be confirmed	
Module 4 Leading Digital Transformation and Disruption	To be confirmed	

Participants will be conferred a certificate jointly issued by HKU and Ivey upon completing all 4 modules of the programme.

\* Subject to COVID-19 travel restrictions, delivery mode will be a combination of in-person and hybrid sessions.

\*\* 5% discount available for early bird registration submitted 45 days or earlier, prior to the start of the programme.

\*\* 5% discount available for registering all 4 modules

\*\* 5% discount available for HKU/Ivey alumni or  $\geq 3$  registrations from the same company



## What Participants Say about our Programme

*"Very comprehensive, covering a wide range of big data topics, high-level technique and cases. Professor is well-versed to the domain knowledge and able to balance the depth and breadth of the topic. Very fruitful workshop indeed!" - General Manager, a Multinational Media Firm*

*"Subjects or topics are covered very well, such as deep learning which is almost the most advanced topic nowadays. Also highlight the most useful and powerful tools such as clustering and PCA, allowing students to realize that "big data" is not secret anymore and the real world problems we have can be solved by ourselves." - CFO, one of major banks in Hong Kong*

*"Case-base structure which is close to the actual business situation and environment. Very up-to-date."*  
- Associate Dean, Higher Education

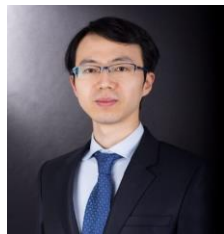
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## Faculty



**Prof. Haipeng SHEN**

Associate Dean  
(Executive Education),  
Patrick S C Poon  
Professor in Analytics  
and Innovation,  
HKU Business School



**Dr. Hailiang CHEN**

Associate Professor in  
Innovation and Information  
Management,  
HKU Business School



**Dr. Shane WANG**

Research Professor  
Ivey Business School



**Dr. Ning SU**

Associate Professor,  
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For more details  
and registration

