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Dear Participants,

We are delighted to have you joining our HKU-Ivey Executive Leadership Program in Data Analytics and Big Data, Module 1: Data-Driven Decision Making under Uncertainty from March 12 to 13, 2018. The programme is jointly organized by Faculty of Business and Economics at The University of Hong Kong, and Ivey Business School, Western University.

Details of the Module 1 are as follows:

**Time and Venue**

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<tr>
<th>Module 1: Data-Driven Decision Making under Uncertainty</th>
<th>Time and Date</th>
<th>Venue HKU Cyberport Campus</th>
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<td>March 12 – 13, 2018 (Monday &amp; Tuesday) 9:00am to 5:30pm</td>
<td>Room 303, 3/F, Block B, Cyberport 4 100 Cyberport Road, Hong Kong</td>
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Please refer to the map attached.

**Pre-course preparation**

Participants are expected to finish all the pre-readings before attending class so as to enhance the learning experience.

**Directions to HKU Cyberport Campus**

**By Taxi**

From the airport: the journey will take around 1 hour and the taxi fare will be HK$400; From Central district: the journey will take around 15 minutes and the taxi fare will be HK$100.

**By Driving**

No public parking is available at the programme venue. You may want to consider the public carparks at Cyberport 1 or 3, which are 10-minute walking distance to the programme venue. The parking rate is HK$18/hour. Please refer to the attached map for the location of the carparks.

**By Public Transport**

New World First Bus
- 30x: From Central to Cyberport
- 970: From So Uk to Cyberport
Minibus

- 69x: From Causeway Bay to Cyberport
- 58: From Kennedy Town to Aberdeen via Cyberport

Catering

Lunch buffet and 2 coffee breaks will be included each day. Daily lunch buffet will be served at Le Méridien Cyberport hotel. Coffee breaks will be served at the programme venue.

Dress Code

Smart causal is recommended.

Should you have any enquiries, please do not hesitate to contact me at slsong@hku.hk or (852) 3962-1472. We look forward to meeting you in class.

Best regards,

Liang SONG
Assistant Director, Executive Education
Faculty of Business and Economics
The University of Hong Kong

Encl. – Cyberport map
Map of HKU Cyberport Campus

Address: Room 303, Block B, Cyberport 4, 100 Cyberport Road, Hong Kong

地址: 香港数码港道 100 號数码港 4 座 B 区 303 室

Cyberport Map

- Driving route from Cyberport Road to Cyberport 4 via Bel-Air Avenue

Driveway to Cyberport 4 (entrance to Bel-Air Deluxe houses, then turn right)

车辆由此进入数码港4座（经贝沙湾路口进入后右转）
Faculty Biography

Professor Haipeng Shen
Associate Dean (Knowledge Exchange)
Professor in Innovation and Information Management
Faculty of Business and Economics
The University of Hong Kong

Professor Haipeng Shen received his PhD in Statistics from The Wharton School of Business, University of Pennsylvania in 2003. He is Fellow of the American Statistical Association and Elected Member of the International Statistical Institute. Prior to joining HKU in 2015, he was a tenured full professor of Statistics and Operations Research, at the University of North Carolina at Chapel Hill. His research evolves around the theme of data-driven decision making in the face of uncertainty, including fundamental challenges imposed by big data, and interdisciplinary research in business analytics and healthcare. His work has been supported by government agencies and private foundations. He publishes and serves on the editorial boards of top business and analytics journals. He has collaborated with multi-national corporations. He teaches analytics courses in Executive Education and MBA/EMBA/DBA programmes.
Module 1: Data-Driven Decision Making under Uncertainty

Module Outline

Firms are creating and consuming vast amounts of information, leaving behind a trail of digitized (big) data. To be successful, firms need to use the data to drive their decision-making, often under uncertainty due to incomplete information. However, much of the promise from the information-rich digital recording of firm activities has failed to materialize as managers often find it difficult to translate (big) data into actionable policies, and generate business value. This module offers discussions at both strategical and operational levels. We start with introduction of big data and artificial intelligence through examples. We then discuss the analytics triangle of Question – Data – Analytics, and the right balance among them needed for effective data-driven decision making. We demonstrate how to ask “crunchy” questions with cases and problem sharing from the participants, and then introduce analytics techniques using examples from operations analytics and healthcare analytics. We also hear from guest speakers/past programme participants, and conclude with an outlook of the future modules.

March 12, 2018 (Monday)

- Introduction: Big Data, Artificial Intelligence, Examples
- Strategic Considerations of Data Analytics
  o The Analytics Triangle: Question, Data, Analytics
  o How to Ask Crunching Questions
  o Pitfalls of Big Data
- Guest speaker sharing: Mr. Francis Pun, Head of Innovation Program, TEIS Strategic Solutions at TE Connectivity
- Nutshell of Analytics Techniques, Deep Learning

March 13, 2018 (Tuesday)

- Operations Analytics
- Healthcare Analytics/Precision Medicine
- Looking Forward: Connection of All Four Modules