## **EXECUTIVE MASTERCLASS** IN DIGITAL TRANSFORMATION FOR BUSINESS



This course is specially designed for company executives who want to initiate, strategise and lead digital transformation in their business use case.

Through this course, executives not only will understand, practise and experience concrete new technology skills, but also will equip with new way of thinking and mindset as leaders in the digital era. With the newly acquired technology skills, knowledge and mindset, executives will have the ability to apply the new technology, skills and mindset evaluating the digitised market environment and demand, identify business opportunities in their industries, plan for development of their business and operation with digital transformation.

At the end of course, students will be able to:

- develop design thinking, computational thinking and product management mindset so as to transform their business in alignment with re-industralisation 4.0
- apply new technology such as machine learning for problem-solving and AI-powered solutions
- ride on the new technology such as Blockchain, Machine Learning to identify opportunities and develop action plans
- use data-driven approach and tech power to strategise and materialise digital transformation for their own business use case successfully

Course Fee: HKD30,000

**Duration**: please refer to the latest schedule on the website of RTTP (Registered Public Courses)



## **Key Topic Highlights:**

Understand basic Python concepts and logics for building machine learning model

- Learn Python syntax and logic
- Touch on powerful data science libraries like Pandas and Numpy to perform data analysis
- Learn to present and visualize large dataset using Matplotlib and Seaborn
- Use libraries like Seaborn and Plotly to visualize data effectively
- Use Selenium library to perform automation
- Use decision trees like Random Forest to build classification models
- Learn to generalize new data and prevent overfitting in machine learning

Prepare and build Digital Transformation mindset with Innovative Leadership

Discuss the latest market trend to identify how Digital Transformation can be executed in own business use case

Identify own business use case, develop strategies and come up with action plan in alignment with re-industrialization 4.0

- Apply Design Thinking and Computational Thinking to identify business opportunities aligning to reindustrialization 4.0
- Build strategies and action plan to address opportunities in own business and/or operation to showcase the learning outcome from the course
- Learn what common tools can be used for management and leadership to monitor each stage and ensure transformation is implemented efficiently and effectively



Who is it for? Company Executives who are responsible for, contributing to shaping their organization's AI, data analytics, or leading digital transformation projects, and required to bring strategic and operational insights for the future to the senior management.

66,000 NEW TECHNOLOGY AND DATA **SCIENCE JOBS WILL BE CREATED BY 2030.** 







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