



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



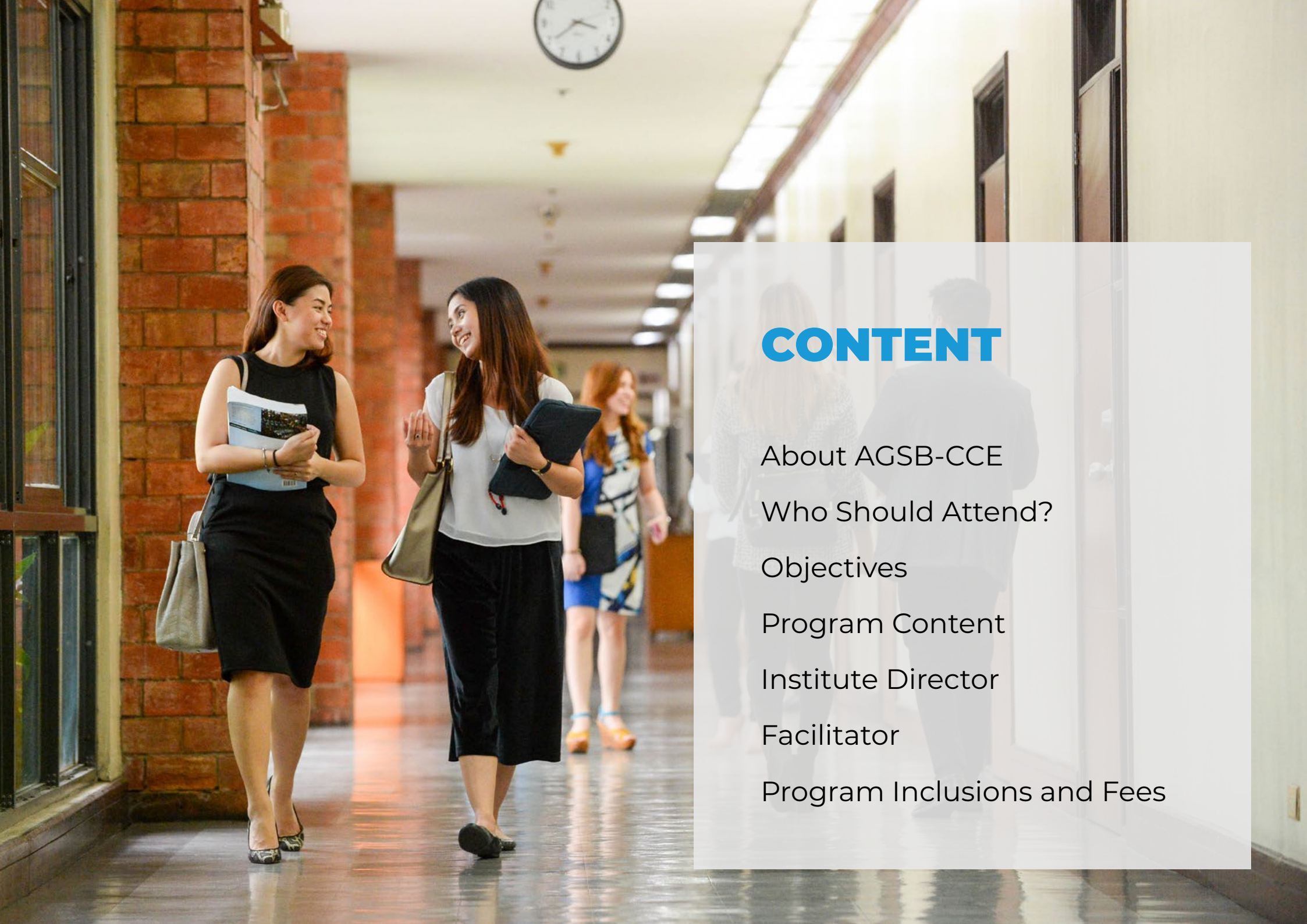
Ateneo Institute for the Digital Enterprise **ONLINE PROGRAM**

Introduction to Big Data

September 24, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.

WHO SHOULD ATTEND?

- Corporate Managers trying to understand if “Big Data” is relevant for their industry
- Executives wanting to understand the notion of “Big Data”

OBJECTIVES

After the course, you will:

- ➔ Understand the history and impact of Big Data to business;
- ➔ Explain the basics of big data;
- ➔ Identify the difference between big data and non-big data; and
- ➔ Appreciate the required skills and processes in collecting and processing big data.

INTRODUCTION TO BIG DATA

The amount and scope of the data we generate everyday has continued to exponentially grow with our dependence on technology and digital solutions. Our current traditional methods of capturing and analyzing data may no longer be applicable for this “big” data. Managing and processing this “Big Data” will be crucial for tactical and strategic decision making.

This course is for those who are new to Data Science and interested in understanding “Big Data” and its history. The course will explain “Big Data” Concepts including the new tools and roles. Case studies and real-world “Big Data” problems and applications will also be included.

PROGRAM OUTLINE

- I. The Dilemma of Data and the Impact of Social Media, IoT and Search Engine**
- II. A History of Big Data**
- III. Big Data and Data Science Terminologies**
- IV. The “V’s” of Data**
- V. Big Data vs. Non-Big Data Problems**
- VI. Typical Big Data Architectures**
- VII. An Introduction to Big Data Analytics**

INSTITUTE DIRECTOR



MARIO R. DOMINGO

Mr. Mario Domingo is the Director of the Ateneo Institute for Digital Enterprises where he helps share his knowledge in digital transformation and innovation. He has helped several companies through their Digital Transformation over the years.

He is the Group CTO of Chi-X Asia-Pacific Holdings, Ltd, a Hong Kong conglomerate of market centers operating equities exchanges in Australia and Japan. He is also president of Chi-X Global Technology Philippines, Inc. A low-latency, high-frequency trading platform technology and operations FinTech company he built from the ground up. Today, over USD\$1.5 Billion in trades are managed by the highly regulated system and is the only one of its kind in the Philippines.

He is the founder of several technology companies in Singapore and the Philippines in the areas of Artificial Intelligence and Advanced Analytics. He is also the founder of DARC Labs, an AI-healthcare tech R&D center where they work on imaging and genomics diagnostics.

He spent many years in telecom, defense and manufacturing technologies in the United States.

Mr. Domingo has a Bachelor's degree in Business Administration, a Major in Finance, and a Master's degree in Finance and Applied Economics from the University of Southern California, USA.

FACILITATOR



CHARLES G. CHAN

Mr. Charles Benedict Chan is currently the Head of Marketing of the Philippine office of InterVenn Biosciences, a cutting-edge leader in cancer diagnostic research using glycoprotein analysis, biomarker research, liquid-biopsy assay development, and new drug target discovery.

Mr. Chan was formerly the General Manager of Neural Mechanics Inc. handling the company's diverse set of Artificial Intelligence and Machine Learning based products. He started his professional career in Globe Telecom as a Business Management Associate and eventually moved on to become a Senior Product Manager handling Value Added Services and Convergent Services for Globe Broadband. He then transferred to Singapore to work for Procter and Gamble as a Regional Assistant Brand Manager handling multi-million dollar brands such as Pantene shampoos and Joy Dishwashing. He has also experience working for smaller, struggling brands including Braun beauty and grooming, and Fairy Dishwasher Tablets.

Mr. Chan earned his Bachelor's degree in Marketing from the University of the Philippines – Iloilo Campus.

INTRODUCTION TO BIG DATA

PROGRAM DETAILS

September 24, 2022
Saturday
8:30 am - 4:30 pm

Synchronous sessions via Zoom
Asynchronous sessions via access to the AteneoBlueCloud
(Canvas LMS)

PROGRAM FEE

Php 5,600.00 (Early Eagle Rate)
Php 6,600.00 (Regular Rate)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion
- Fireside chat with Mario Domingo

REGISTER NOW!

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SCAN CODE
TO REGISTER



Experience
EXCELLENCE