



## DATES

December 13, 2019  
Friday  
9:00 am - 5:00 pm

## PROGRAM FEE

Php 5,900.00 (Early Eagle Rate  
until Nov. 29)  
Php 6,400.00 (Regular Rate)

## HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

+63(2)830.2043

*Schedules and prices may  
change without prior notice.*

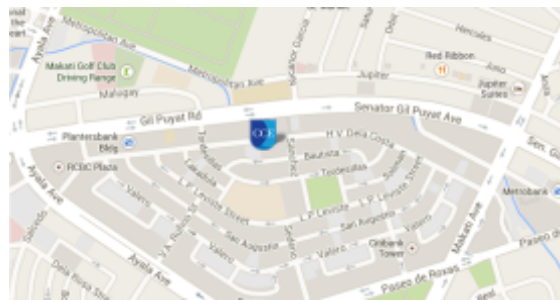
# Introduction to Big Data

## Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

## Venue:

Ateneo de Manila University - Salcedo Campus  
3/F Ateneo Professional Schools Bldg.,  
130 H.V. Dela Costa St., Salcedo Village,  
Makati City, Philippines



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September 18, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



Institute for the Digital Enterprise

# Introduction to Big Data

December 13, 2019

 CENTER FOR CONTINUING EDUCATION

Managing and processing data is crucial for tactical and strategic decision making. The amount of data our businesses are trying to comprehend continues to grow exponentially and traditional analytical applications can no longer effectively manage and process this ever-growing data. This ever-growing data has been coined as “Big Data” and it is necessary for all companies to have, at the very least, cursory knowledge on how to tackle this relatively new form of information.

This course program is for those new to Data Science and interested in understanding Big Data and its history. The course program will explain Big Data concepts including the tools and roles. This course program will also provide real world Big Data problems and its applications.

## Introduction to Big Data

### objectives

After the course, you will be able to:

1. Understand the history of Big Data and its impact to business;
2. Explain the basics of Big Data concepts;
3. Understand the V's of Big Data – Variety, Velocity, Veracity and Volume; and
4. Appreciate the required skills and processes to acquire and process big data.

### who should attend

This is an introductory course ideal for:

1. Business Managers
2. Data Analysts
3. Sales People and Marketers



### resource person



**MR. CHARLES CHAN** is a Product Manager for Neural Mechanics 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 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.

### program content

- I. The Dilemma of Data and the Impact of Social Media, IOT and Search Engines
- II. The History of Big Data and Data Science
- III. A Glossary of Big Data Terms
- IV. The V's of Big Data (Volume, Velocity, Veracity and Variety) and how each is important in defining how you treat your data.
- V. Big Data Problems vs. non-Big Data problems
- VI. Typical Big Data / Data Architecture
- VII. A Brief Big Data Analytics Overview

### about CCE

AGSB's Center for Continuing Education (CCE) supplements the degree programs by addressing issue-specific industry concerns that require immediate, purposeful, and focused response. AteneoCCE is an industry resource and partner, doing advocacy on emerging critical issues and convening interested entities so that together, they can tackle a common concern. Conscious of its vital role in society, the Center continuously improves its products and services in a creative, innovative and trend-setting way to address the changing needs of clients. Successful Ateneo CCE participants may earn elective units in AGSB MBA Programs.

### complementary course

#### Big Data Ingestion and Analysis

*November 6-8, 2019*

This is an overview course to understand the most popular tools and techniques in ingesting and analyzing Big Data. By the end of the course, you should be equipped with the basic tools to start your decision-making journey using Big Data Analysis. This 3-day program combines the theory of Big Data as well as hands-on exercise with tools such as SQL and Python.