Digital
Talent Academy

Henley
Business School
UNIVERSITY OF READING

Where business comes to life

A warm welcome to
innovation

Ranked in the top 20 in the world for executive education, we offer our students valuable lifelong learning in **six subject areas:**

A real advantage

6 Real Estate and Planning

Business Informatics, Systems and Accounting

2 International Business and Strategy

3 Finance (ICMA Centre)

4 Leadership, Organisations and Behaviour

5 Marketing and Reputation

Henley Business School is a world-leading, triple-accredited business school supporting 7,000 students and over 80,000 alumni through locations in 160 countries. We are one of the oldest and most respected schools in Europe, yet we're always evolving. We are committed to providing innovative and engaging learning that builds on leading research from our renowned faculty and has a lasting impact on our students.

AACSB ACCREDITED

ASSOCIATION OF MBAS **AMBA** ACCREDITED

EQUIS ACCREDITED

Digital
Talent
Academy

Digital Talent Academy (DTA) at Henley specialise in providing ICT-related training and consultancy services.

Highlights and achievements

THE FIRST HUAWEI ICT ACADEMY

in the UK

The first
UNIVERSITY IN EUROPE AUTHORISED AS HUAWEI ICT ACADEMY SUPPORT CENTRE (ASC)

Awarded
"BEST PERFORMING HUAWEI ICT ACADEMY" WORLDWIDE CONSTANTLY FROM YEAR 2019-2021

2021-2022 HUAWEI ICT COMPETITION GLOBAL FINALS INNOVATION TRACK

1st prize

2021-2022 HUAWEI ICT COMPETITION GLOBAL FINALS CLOUD TRACK

3rd prize (3 teams)

2020-2021 HUAWEI ICT COMPETITION GLOBAL FINALS INNOVATION TRACK

1st prize

The DTA vision
- To enhance digital competitiveness and employability of university graduates by providing training in digital, technical and problem-solving skills
- To serve local and national economy by providing technical-focused training

What we offer
DTA provide training in three categories:
- Technical-focused training for senior digital leaders
- Technical-focused training for future talents
- Technical and digital skill training for novice and intermediate users

Attendees who successfully complete the courses will receive certificates authorised by Henley Business School and other business partners.

Training

DTA offers customised programmes to meet specific requirements of the clients in industry and public sectors, and develop their digital insight into the real business world.

Three training tracks are designed for senior managers and professionals, who are willing to boost relevant digital leadership skills within a specific company:

- Digital skills and technology track
- Digital management and innovation track
- Digital transformation and leadership track

Business Technology Leadership

Programme overview:

This programme incorporates advanced resources to help you develop a comprehensive understanding of business strategy and technology architecture aligned with business development. Through interactive teaching and practical case studies, you will gain an insight into enterprise strategy, business and technology architecture, and company resource management (such as human resources, finance, marketing and data).

Outcome:

As a result of taking this programme you will obtain:

Knowledge:

Exposure to leading edge ideas from the Henley faculty and industry experts that relate to the leadership, entrepreneurship, innovation, transformation, and organisational challenges for corporations in today's fast changing market environment.

Mindset and capability:

Support senior leaders to generate innovative outcomes to respond to the challenge in digital transformation, and to lead change within your organisation.

for senior
digital leaders

CASE STUDY

du UAE Leadership for Digital Transformation programme

In June 2022, we collaborated with Huawei and successfully delivered a five-day programme, Leadership for Digital Transformation, to a delegation of senior members from du from UAE. The intensive executive programme focused on improving the understanding and knowledge of 5G networking technologies, while developing digital leadership competencies. Through in-class discussions, course attendants gained an important insight into digital transformation.

"

This programme is very useful by complying theories with real life cases, which I can relate to and also bring my own experiences to the table. Through sharing ideas with professors and fellows, my understanding of digital leadership was enriched.

says Dr Alia Al Serkal,
Head of People Learning & Growth, du

Training for future talents

Three training tracks are designed for university students or industry experts, who want to excel in the following areas:

- Digital business operation
- Business systems and processes
- University education innovation

Digital Transformation Leadership

Programme overview:

This programme aims to give you the knowledge and leadership skills required to build a foundation in the business strategy, planning and execution required for a business to execute a successful digital transformation. It provides future talents with practical knowledge and tools that assist in setting an agenda and defining a roadmap focused on strategy, e-commerce, marketing and finance when planning their Digital Transformation journey.

Shared Contents	Digital Management and Leadership		Business Ethics	Open Contents
Contents by directions	Business & Management Track	Finance & Management	E-commerce & Management	**Open Contents** Tailored to customers' learning needs. Co-developed with customers
	Business Development	Financial Markets	E-Business	
	Marketing	Financial Analysis	Digital Marketing	
	Business Finance	Investment & Trading	Digital Strategy	

Outcome:

By the end of this programme you will be able to:

- Plan and build a digital transformation strategy
- Access world-class expertise from global business eco-systems
- Draw on professional knowledge from industry experts and leading researchers from Henley Business School

Successful Case

Chongqing University World Young Leadership Camp

In August 2019, we collaborated with Chongqing University and launched our second "World Young Leadership Camp". To develop students' leadership skills, this programme included courses in administration management, international business, HR management, marketing and digital transformation. Throughout this programme, students can develop their leadership as well as critical thinking skills through a series of practical seminars and case studies.

Digital
Skills and
Technology
Courses

Content:

These courses focus on developing digital skills and technology for industry professionals and university students. Course design is aligned with the latest trend of technology development and is credited by the leading ICT firms and communities.

Microsoft Excel - skills and solutions

Microsoft Excel is an essential office tool which has become synonymous with the modern world of work. Along with Word and Power Point, it is often part of the job requirement in almost all roles. Competency on Microsoft Excel can be one of the requirements in job applications and when transferring from internships to full-time roles. Proficiency in Excel is undoubtedly an important pillar in your career.

After completing the course, you will be able to:

- Use basic operations of Excel software, including layout, interface and worksheet structure

- Master the input management functions, including cell properties

- Develop your understanding and skills of Excel advanced functions for data analysis and visualisation

- Complete a capstone project with the obtained Excel skills

Successfully finishing the course will result in a Certificate of Completion from Henley Business School

If you are interested in signing up to the course, or have any questions, please send your enquiries to:

✉ **DTA@henley.ac.uk and q.li6@henley.ac.uk**

Python Programming

Python is a general-purpose programming language that is becoming more popular for data science. Companies worldwide are using Python to manage, integrate and harvest data to gain business insights and leverage their competitive edge. Python programming skills are an important asset in both job seeking and career development, and can help a candidate stand out.

We are offering a two-day intensive training course on Python programming, to bring you from either from a novice or intermediate user, to someone capable of programming a working solution in Python. Successful completion of the course will result in a Certificate of Completion from Henley Business School.

After completing the course, you will be able to:

- Understand basic syntax of the Python programme

- Master the skills of importing and implementing Python library packages for file management and data analysis

- Develop good understanding and skills in using Python automation to manage data from multiple office files, such as Excel files integration, split, and query

Successfully finishing the course will result in a Certificate of Completion from Henley Business School

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Huawei
ICT Academy

Huawei ICT Academy at University of Reading (HICTA) is an executive training and research centre supported by Henley Business School and Huawei. It was established in 2015 and it is the first Huawei ICT Academy in the UK. From 2021, we have been officially authorised as a Huawei ICT Academy Support Centre (ASC).

The academy provides a series of Huawei-accredited training programmes to help you build a foundation to develop your skills and abilities further and become an expert in in your field.

Huawei HCIA Certification

• HCIA- Cloud Computing

• HCIA- Big Data

• HCIA- Artificial Intelligence

> **"**
> Working with a world leading company such as Huawei gives us an opportunity to offer students qualification training, which perfectly combine technical skills with academic knowledge.
>
> Professor Keiichi Nakata
> Director of Informatics Research Centre, Henley Business School

Huawei-certified training courses

HCIA - Cloud Computing

We will help build a solid grounding for you to gain a comprehensive understanding of cloud computing and its complexities. Course includes:

- Visualisation technology
- Visualisation of Computing Resources
- Visualisation of Network Resources
- Future Trends of Cloud Computing

HCIA - AI

Artificial intelligence (AI) is evolving rapidly and is used in almost every industry. Our programme will introduce you to TensorFlow, the basics of mathematical modelling, and Python. Course includes:

- Python programming basics
- TensorFlow overview
- Overview of deep learning

HCIA - Big Data

Big data plays a huge role in the ICT industry and studying with us will allow you to stay at the forefront of developments in this sector. Course includes:

- Developmental trends within the big data industry
- Foundation principles of essential components of big data
- Huawei Fusion Insight HD Solution: architecture, function and successful application.

Programme structure

Most of the programmes listed are extra-curricular, so will be scheduled on weekends during term time and on weekdays outside of term. Each course comprises of 20 hours of lectures, ending with a 1.5 hour certificate examination.

> **"**
> We can digitise the physical world.
>
> Lida Yan, Director of the Board and President of Enterprise, Huawei .

Key members
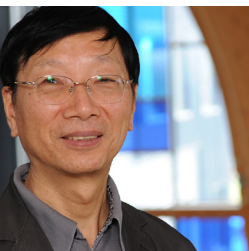
Professor Kecheng Liu

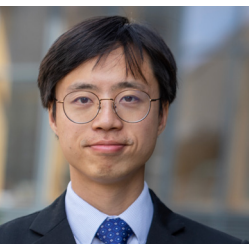Director of Digital Talent Academy,
Henley Business School

Professor Liu is a fellow of the British Computer Society and has been in teaching, research and senior management in the UK educational system for nearly 30 years.

Ms. Jin Jin

Executive Director of Digital Talent Academy,
Henley Business School

Ms. Jin Jin has extensive expensive in ICT and telecom industry and previously worked at Huawei UK and China Unicom Europe. She led the 1st Huawei ICT Academy project in collaboration with the UK University.

Dr. Qi (Lecky) Li

Technical Development Manager
Digital Talent Academy, Henley Business School

Qi Li received his PhD degree from Henley Business School and is a qualified instructor at Huawei ICT Academy, specialising in cloud computing and big data.

Contact

Register on to our latest courses and events at the following link: henley.ac.uk/research/academic-areas/business-informatics-systems-accounting/dta

For any enquiries please contact

✉ DTA@henley.ac.uk and

✉ jin.jin@henley.ac.uk or visit

henley.ac.uk/research/academic-areas/business-informatics-systems-accounting/dta

Henley Business School

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