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DATA ANALYTICS PROGRAMME EMPOWERING DATA LEADERS

A case study by:
China Construction Bank
HKU Business School





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EXECUTIVE SUMMARY

China Construction Bank Corporation (CCB), the leading large-scale commercial bank in China, is committed to developing itself into a world class banking group with top value creation capability.

In the digital era, CCB faces the challenges posed by customers and new competitors. To maintain the leading position, CCB took the lead in digital transformation through tapping into the value of data to satisfy customers, as well as increasing new profitability and improving corporate efficiency. Digital talents are the most critical resources and key driving forces for this transformation. CCB partnered with HKU Business School to develop a bank-wide Data Analytics Programme for high-potential talents working in data-related fields. The objective of the programme is to train digital talents to lead cross-functional teams, to conduct customer-centric innovations and achieve refined management by using data-driven approaches – all in all for a better digitalized working environment.

HKU Business School has developed a 14-month bespoke programme for 112 CCB's high-potential digital talents. Commenced in late 2020, the programme was designed based on the framework of HKU's Master of Science in Business Analytics programme and delivered in online and offline hybrid mode. The delivery of the programme adopts a mixture of lectures, seminars, case studies, group modeling projects and industry sharing sessions - ensuring solid foundation and application of knowledge at workplace. A crucial part of the programme was the Capstone module, in which participants were assigned into 10 modelling teams to apply what they had learned to solve real-world data problems. The capstone projects were further refined and deployed at CCB – accelerating CCB's innovation-led development.

The Data Analytics Programme achieved significant result. It not only achieved the expected course objectives of educating key data analysts for CCB's digital operations, but also set the benchmark among peers and produced a positive and far-reaching impact – for CCB, and the banking industry in Hong Kong and Mainland China.