

Henley Business School

For more information, please contact:

Henley Business School

University of Reading

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henley.ac.uk/hicta



Our five values

Choice

1

Confidence

You'll have the confidence that comes from self-awareness, knowledge, reflection and applied intellect – you'll feel empowered to make brave decisions.

2

Context

You'll recognise the need for context and understand the subtle, instinctive changes of approach required in different situations.

3

Inspirational business people choose to do something for everyone, not just themselves.

Choice is one of our five values that will shape your time at Henley and beyond.

4

Curiosity

You'll be curious, continuously exploring new possibilities and applying this thirst for knowledge to achieve both personal and organisational success.

5

Community

You'll be aware of the need for community, you'll network, you'll make a conscious effort to develop your peers as well as yourself.

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**:



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.



Our partnership and promise to you



Henley Business School and Huawei have partnered to create a series of programmes designed to help you build a foundation or progress to the next level, both within the ICT industry and for business strategy. Thanks to our links to Huawei and their business eco-system partners, we can offer you a multitude of opportunities and placements.

Research and innovation are at the heart of everything we do at the Huawei ICT Academy; we research everything from healthcare and education, to digital leadership and transformation. Some of the upcoming joint research projects we are planning* include:



Healthcare

Developing intelligent healthcare through research into self-diagnosis, tele-advocacy, chronic disease management, activity tracking, using big data analytics and decision support.



Education

Placing an emphasis on data-driven analytics and tools to discover interaction and behaviour patterns for improving teaching and learning.



Business Innovation and Entrepreneurship

Drawing expertise and experience within Henley Business School and developing students' capabilities in business innovation and fostering their skills in establishing start-ups.



Digital Leadership and Transformation

Offering training and advice to business clients in understanding, planning, and executing digital transformation with clearly set strategy and leadership.



Shadowing and Placement Scheme in Huawei

Introducing all Huawei ICT Academy certified students to the UK & Ireland Huawei office for opportunities for internship and placement to work alongside Huawei staff.

Huawei ICT Academy

Huawei ICT Academy at University of Reading 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 big data and cloud computing, to artificial intelligence and even 5G technologies, we offer topics that are pivotal in modern day technology. In 2019, Huawei ICT Academy at University of Reading was awarded “The best performing Huawei ICT Academy” worldwide and has developed strategic partnership with Huawei(UK).



Huawei ICT Academy accelerates you to the right speed to see your career take off and fly higher

Professor Kecheng Liu, Professor of Applied Informatics, Henley Business School, Director of Huawei ICT Academy

Why it's so good

As Huawei ICT Academy is endorsed by Henley Business School and has the industrial support of Huawei, we are able to deliver **all three levels** of professional

Huawei ICT Certification:

- Associate (HCIA)
- Professional (HCIP)
- Expert (HCIE)

On top of our student training, we offer executive training endorsed by Henley Business School, such as digital leadership, enterprise and IT architecture, and business technology consulting.

What you can gain

All our students, executive or otherwise:

- a deeper understanding of ICT theory
- practical experience in applying the latest technology in a wide range of industries
- the ability to apply best practice in industry
- a qualification officially certified by Huawei
- placement opportunities with Huawei

HCIA Cloud Computing

Cloud computing has revolutionised the ICT industry. On this Huawei-certified qualification you will have the opportunity to learn how to harness all that cloud computing has to offer. We will introduce you to a range of related theories and tools to help you understand the principles of cloud computing.



**Cloud is the cornerstone
of the intelligent world**

Ping Guo, Rotating CEO Huawei

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

With this course you will gain an understanding and appreciation of software and technologies such as virtualisation technology Huawei FusionCloud Solution, among various other applications.

This programme will open doors to careers such as cloud service consultancy and network engineering.

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

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. Our Huawei-certified qualification will introduce you to key components of big data including:

- HDFS
- Hive
- MapReduce
- Spark
- ZooKeeper
- HBase
- Loader
- Yarn
- Flume
- Streaming

This course will help you build a valuable foundation for future development at higher levels (HCIP and HCIE). Gaining an HCIA in Big Data will open doors into careers such as big data pre-sales and post-sales technical support.

Core modules:

- 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



We can digitise the physical world

Lida Yan, Director of the Board and President of Enterprise, Huawei

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. In addition, you will familiarise yourself with the world's most powerful AI processor, Huawei's AI computing framework.

We will help you build a foundation to develop your skills and abilities further and become an expert in fields such as AI application, management and maintenance. This programme opens doors to a career at Huawei or at any of its ICT ecosystem partners.

Core modules:

- Overview of artificial intelligence
- Python programming basics
- Maths basics
- TensorFlow overview
- Overview of deep learning
- Huawei Cloud AI overview

HCIA Artificial Intelligence



AI and other emerging technologies will give us an intelligent connected world that will completely change our life.

Jim Wang, Lead Architect Microsoft Europe

Courses built around you

We can provide you with a customised programme to cater to your needs.

Business Technology Leadership

Programme overview

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

Outcomes

As a result of taking this programme you will:

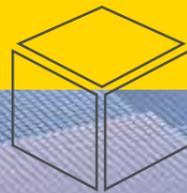
develop your business vision and strategy



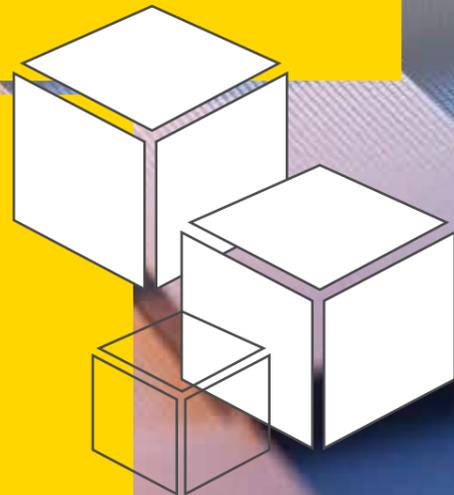
cultivate essential skills for being a strategic leader with business and technology competences



gain exposure to the latest leadership skills, such as enterprise architecture, business and IT alignment



benefit from cross-cultural communication opportunities



Digital Transformation

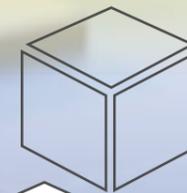
Programme overview

The programme aims to give you the knowledge and skills required to build a foundation in strategy, planning and execution, taking a business through a successful digital transformation. Using a combination of teaching techniques ranging from face-to-face teaching, digital learning environments and case studies to experiential learning delivered by experts in the field, you will create your own digital roadmap to success. On top of this, you will be able to collaborate with digital tutors and share your whole experience with peers to build a portfolio of life lessons and best practices.

Outcomes

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

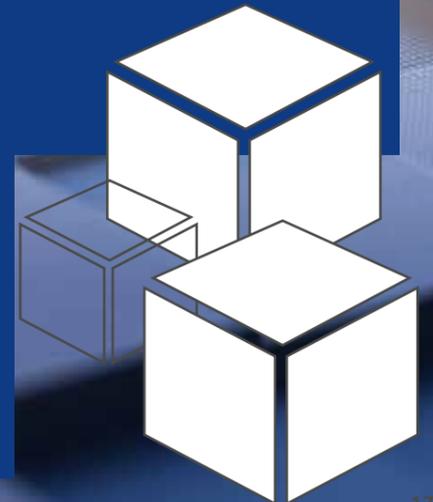
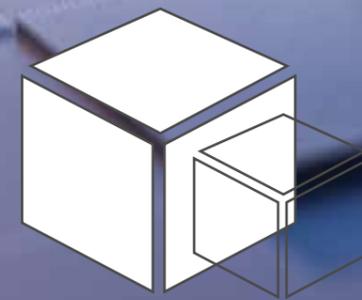
plan and build a digital transformation strategy



access world-class expertise from global business eco-systems



draw on professional knowledge from industry experts and leading researchers from Henley Business School



Right course, place and time

Programme structure

Most of the programmes listed are extra-curricular, so will be scheduled on weekends during term time and on off-term weekdays.

Each course comprises 20 hours of lectures, with 1.5 hours for certificate examination.

Location and dates

Courses are planned to take place at Henley Business School, and at other sites as determined.

Course details for 2020/21 are provided in the course calendar and also our website: henley.ac.uk/hitca

Fees

(standard for 2020/21, may vary from special offers)

- £1,200 Non-student member – includes tuition, study material and exam registration fees
- £800 Non-University of Reading student – includes tuition, study material and exam registration fees
- £650 University of Reading staff – includes tuition, study material and exam registration fees
- £600 University of Reading student – includes tuition, study material and exam registration fees

Entry

Students from all levels and disciplines can apply for the courses.

Interested in ICT and application in business, who want to develop expertise that opens doors to the industry and who want to cultivate the skills needed to be a successful IT manager or consultant.

Meet the team



Professor Kecheng Liu

Professor of Applied Informatics
Henley Business School, UK

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 27 years.



Jin Jin

Executive Director for Huawei ICT Academy
Henley Business School, UK

Jin Jin has extensive telecom industry experience and has previously worked for Huawei UK Enterprise department and China Unicom Europe.

Operational Team members



Cindy Zhang

Senior Administrator
Henley Business School, UK

Cindy Zhang provides support to Huawei ICT Academy operations.



Tracy Li

Administrator
Henley Business School, UK

Tracy Li has several years' working experience as an administrator in college. She is currently in charge of HICTA event planning.



Siyuan Yang

Marketing Officer
Henley Business School, UK

Siyuan Yang has industry marketing experience and is currently in charge of Huawei ICT Academy student ambassador programme, as well as related marketing activities.



Fabio Oliveira

Instructor
Henley Business School, UK

Fabio Oliveira has extensive Management Experience in Telecom, Education, and Consumer Goods industry, and has been teaching for MBA courses during 14 years in the UK and Brazil.



Hua Guo

Instructor
Henley Business School, UK

Hua Guo has extensive finance and ICT industry experience. She is a qualified instructor at Huawei ICT Academy, specialising in big data.



Qi Li

Instructor
Henley Business School, UK

Qi Li is a qualified instructor at Huawei ICT Academy, specialising in cloud computing and big data.

Time to take it further



How to apply

Download the application form at the following link: henley.ac.uk/hicta

Submit your completed application form to hicta@reading.ac.uk

For any enquiries please contact hicta@reading.ac.uk or visit henley.ac.uk/hicta