Course Proposition and Executive Summary

In the early 20th century, Hungarian author, Frigyes Karinthy, put forth the notion of "6 degrees of separation" where anyone on this Earth is connected to another through 5 other individuals. Fast forward to the current day 21st century, it was found that with the rise of the social media invasion, the 6 degrees of separation can indeed be just 5 degrees apart, bringing the connectivity ever closer. With this phenomenon, network analysis has indeed intrigued the minds of many and with it, the infinite applications which could arise from this – From the study of money laundering activities to coming up with counter-terrorism strategies.

Through the rise of globalization and technological advances, the World has never been smaller. With the change and shift in communication and travelling patterns, social network analysis has become an area of interest for those who seeks to make sense of these social interactions.

In this course, we seek to empower the participants to not just make sense of social network data but also to walk them through how to draw upon the theories of network analysis to effectively apply them in addressing their organizational needs.

Who is this course for?

Covering theories and practical, this course addresses a wide variety of business issues and how it may be solved using social media analytics. It caters to people from a diverse background from Company Directors, who provides the organization's strategic vision and direction, to Professionals like Managers and Analysts looking to solve today's business problems using the power of social network theories and analytics.

This course is designed for participants who have little or no training in the space of social network analysis and would like to learn more about its theories and applications.

Course Contents and Duration

Introduction to social network analysis
- What is social network analysis
- The science of networks
- Case studies and applications of social network analysis

Understanding social networks
- Social actors and their relationships
- Discovering patterns in networks and communities

Visualizing networks
- Network density and its application
- What are bottlenecks and how to look out for them
- How to identify hidden networks and communities

Making sense of network communities
- Network Centrality and its application
- Network closeness and its application
- Network between-ness and its application

Applications of social network analysis
- How the use of social network analysis has changed how we view and make sense of the world
- How to go about identifying and analyzing networks in a community
- Exercise and Discussions: How participants can apply social network analytics in their respective Organization

Practical application: Applying principles of analytics using analytics software

*The course will be conducted with computer-aided data analysis software and participants will get a chance to see how analytics are being applied in real-life scenario.

Course Objectives

At the end of this course, participants will be given an open book quiz where they can look forward to applying principles and concepts of social network analytics discussed during the course.

Pre-requisite

As this is an introductory course involving social network analysis, no pre-requisite is needed though participants should generally be comfortable with quantitative discussions (Some basic calculations will be involved).

Mode of Assessment

Participants are required to sit for an open book quiz which exemplifies what was taught in the course.

Price Schedule

$850/pax (Subjected to prevailing GST)

Certificates/Awards

Certificate of Performance/Achievement will be awarded if participant satisfies the course criteria.

Profile of Trainer

Mr. Ng Jinsheng joined IBM SPSS in 2008 as an Executive in Training and Consulting after his graduation from the National University of Singapore (NUS) with a Degree in Statistics and Applied Probability. During his stay in IBM SPSS, he has trained hundreds of participants from the public service and private sector in statistical and data mining concepts, tools and applications in solving business problems. He has also led consulting projects and worked with C-level executives in addressing pressing business issues during which he received numerous praises and testimonies. During his working with IBM SPSS, Mr. Ng Jinsheng also completed his Masters of Science in Knowledge Management [M.Sc(KM)] from the Nanyang Technological University (NTU) and graduated one of the top in his cohort with a Dean's List award in academic excellence. The social network analysis thesis which he wrote also garnered a Distinction grade. He later joined SAS Institute as an Education Specialist in the Training department, and thereafter as a Senior Associate in professional Consulting services.

An academic paper he has co-authored was nominated for the Best Paper Award in the 20th International Conference on Computers in Education (2012). He is currently a founding member of AnaVantage Management Consultancy LLP, and lectures and trains at Tertiary Institutions in Singapore in the area of business statistics, data mining and analytics, and develops analytics courses for undergraduate programmes in Singapore. He is also an IBM Business Analytics Certified Specialist in IBM SPSS Modeler (Professional) and IBM SPSS Statistics, as well as SAS Certified Predictive Modeler using SAS Enterprise Miner and SAS Certified Business Analyst using SAS 9: Regression and Modeling.

Professionally as a Trainer, Jinsheng possessed an Advanced Certificate in Training and Assessment (ACTA) conferred by the Workforce Development Agency of Singapore (WDA) and a proud recipient of the prestigious "Excellence in Teaching" Award (EIT) conferred by the Singapore Polytechnic (SP) during the Annual Excellence in Teaching and Training Convention 2015. He is also conferred the title of an *Associate Adult Educator* by the Institute of Adult Learning (IAL) in 2016, an Adult Educators' Professionalisation recognition which awards pedagogical and professional excellence and a Certified Associate in Project Management (CAPM) conferred by the Project Management Institute (PMI).