



Artificial Intelligence: Essentials & Application

AI is getting more important not just in the workplace but also in daily life. If your organisation wants to become better at using AI, this is the course for both technical and non-technical colleagues. This course will introduce the meaning behind common AI terminology, including neural networks, machine learning, deep learning and data science. You will also learn what AI realistically can and cannot do, and how to spot opportunities to apply AI to solve problems in your own organisation.

Programme code	10011123-01
Date and time	28 & 29 Jul 2021 (Wed & Thu) 09:30 - 17:00 (total 12 lecture hours)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese (English terms will be used where appropriate)
Course fee	HK\$4,800
Award of Certificate	Participants who have completed 100% attendance will be awarded a certificate of attendance issued by the Hong Kong Productivity Council

Programme Highlights

- The first and most essential course in the whole AI series
- Understand the state-of-the-art Big Data Artificial Intelligence Technology
- Learn the principles of AI algorithms from the ground up, basic statistics and basic machine learning methodology
- AI Technology including ANN, RNN, LSTM, DQN
- Understand how deep learning helps in image recognition, speech recognition, textual analytics, trend prediction, robotic control, self-driving, chess playing etc.

Course Structure

Chapter 1
Introduction to Big Data Analytics

Chapter 2
Introduction to Artificial Intelligence

Chapter 3
Introduction to Deep Learning

Chapter 4
From Regression

Chapter 5
Neural Network Basics, ANN, CNN

Chapter 6
Recurrent Neural Basics (RNN, LSTM)

Chapter 7
Recurrent Neural Network in Text Analytics

Chapter 8
Reinforcement Learning (DQN)

Who Should Attend?

- For anyone who is interested in understanding the applications and principles of AI and strategies.
- Project Managers and Management Executives, who intend to plan and utilise AI in their projects. They can learn what, why and how deep learning works in the projects.
- Software Developers and System integrators, who can learn algorithms and AI basics from the ground up.

Instructor: Mr Alan LEE

Mr LEE Chi Man, Alan held a senior management role in the technology division of an investment bank, overseeing the corporate strategy, product development and production management for more than 14 years. With extensive IT background, Mr LEE possesses practical project experience on sophisticated analytics and large-scale global technology project management. He also has rich training experience in the design and delivery of Big Data analytics, Fintech and Blockchain Technologies and Applications.

Enrolment method

1. Scan the QR code to complete the [enrolment](#) and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Jade TAI). Please indicate the course name and course code on the envelope.
Enrolment form can be downloaded at <https://www.hkpcacademy.org>

