

## Learning ABCD as Tech Savvy Professionals (Online Learning Video Series)

Course Fee: HK\$500



\* 75% subsidised in cost by MGS of the HKSAR Government

- To Enable non-tech background staff to gain basic understanding on the latest technology trends in ABCD (AI, Blockchain, Cloud, Big Data)
- To be inspired by different examples and case studies on how other businesses of different industries are using these technologies

Programme Code	10011664-03
Date & Duration	Now – March 2022 (4 hours in total)
Mode	HKPC Academy Online Learning Platform
Medium	Cantonese (Supplemented by English)
Course Fee	HK\$500 / User Account

**\*10% off Discount For  
Members From  
Supporting Organisations**

### Why Tech for non-Tech?

Over the past 18 months of the pandemic, we've all experienced a new normal and it's no secret that technology is evolving at a breath-taking pace.

The 4 technology fundamentals, namely AI, Blockchain, Cloud, Big Data, will play a major role in shaping future leaders over the next decade and beyond. Not only IT professionals are required to keep up with the tech trends but also business professionals would need to understand the tech foundations in order to drive business results and innovations.

If you consider yourself "non-technical," don't let that hold you back from the digital transformation era. **The Tech for non-tech video series are made for you to start your digital journey!**



## Video Overview

### Tech for non-tech series: Artificial Intelligence (AI) 101 [1-hour]

- Introduction to basic understanding of AI to stay competitive and relevant
- Introduction of the difference between AI and traditional computer programming
- Explain the key AI algorithms and concepts including: machine learning, deep neural network, reinforcement learning using experiential exercises and general terms that professionals can easily relate to
- Highlight some applications and case examples on how AI is used in various industries in Hong Kong and rest of the world
- Stimulate group discussions on the issues and limitations in AI technologies such as ethics, job loss, privacy, etc.

### Tech for non-tech series: Blockchain 101 [1-hour]

- Introduction to basic understanding of blockchain to stay competitive and relevant
- Introduction of the differences between blockchain based network (Internet of Value) and traditional Internet (Internet of information)
- Explain the key blockchain concepts including: decentralization, mining/consensus, cryptography, token, smart contract, and DAPP using experiential exercises
- Highlight some applications and case examples on how blockchain are used in various industries in Hong Kong and rest of the world
- Stimulate group discussions on the issues and limitations in blockchain technologies such as privacy, rights to record, interoperability, etc.

### Tech for non-tech series: Cloud Computing 101 [1-hour]

- Introduction to basic understanding of the evolution of cloud computing to stay competitive and relevant
- Introduction of the differences between Cloud based vs traditional client-server-based computing to non-tech professionals
- Introduce the key Cloud computing concepts including: distributed computing, virtualization, SaaS, private/public/hybrid cloud using experiential exercises and general terms that non-tech professionals can easily relate to
- Highlight some applications and case examples on how cloud computing is used in industries in Hong Kong and rest of the world
- Issues & limitations in cloud computing technologies such as ethics, privacy, etc.

## Video Overview

### Tech for non-tech series: Big Data 101 [1-hour]

- Introduction to basic understanding of Big Data to stay competitive and relevant
- Introduction of the differences between Big Data analytics and traditional data analysis (e.g. Excel), and its impact to traditional industries
- Introduce the concept of key Big Data concepts, using experiential exercises and general terms that non-tech professionals can easily relate to
- Highlight some applications and case examples on how Big Data are used in non-tech industry
- Issues and limitations in Big Data technologies in development and management such as ethics, privacy, data management, etc.

### 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) to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms LEE). Please indicate the course code on the back of the cheque and envelope.



[ Enrolment form can be downloaded at <https://www.hkpcacademy.org/en/enrollment> ]



Supporting Organisations  
(in Alphabetical Order)

