

## FutureSkills: AI Strategies for Business

CONNECTION TECHNOLOGY 裝備未來  
**FUTURESKILLS**



Course Fee: \$4,800 (May apply up to \$3,200 subsidy)  
\*Maximum saving, with the final grant subjects to approval.

A practical workshop for any **non-technical business executives** who wants to:

- Acquire AI knowledge;
- Drive AI across the company;
- Lead & manage AI initiatives

Programme code	1003986-08
Date and time	30 Nov & 01 Dec 2023 (Thu & Fri) 9:30 - 17:00 [Total: 12 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$4,800/ HK\$4,320* *Group discount for 2 or more

### Learning Outcomes

- Gain solid understanding of **AI, Machine Learning** and the **opportunities for your organisation**
- **Craft your AI journey** for business transformation, **from strategy and capabilities to project execution and monitoring**
- Key learning:
  - ✓ Project Management in AI
  - ✓ AI Project Deployment Skillset
  - ✓ AI Business Use Cases in Video/Image Recognition
  - ✓ AI Use Cases in Business Document Automation and Analytics
  - ✓ AI Use Cases in Sound and Audio Classification
  - ✓ AI in Energy Saving, Facility Monitoring, Building Services

## Trainer's Profile

Alan LEE has held senior management role in technology group, overseeing the corporate strategy, product development and production management for more than 14 years. With strong IT background, he possesses practical project experience on sophisticated analytics and large-scale global technology project management.

Mr LEE also has rich training experience in the design and delivery of digital transformation training including AI, Big Data, Blockchain, etc.

## Course Content

### Part I – Strategy and Project Management

#### 1. Transforming Your Business

- Trends of Emerging Technology (AI, Big Data, IoT, Cloud, Blockchain)
- Challenges and Business Opportunities
- Essential Components of Digital Transformation

#### 2. Formulating Corporate AI Strategy

- Project Management Basics
- Concepts in Data Science Process
- Data Cleansing, Validation and Transformation
- Common Tools
- Privacy and Security
- Build your AI Strategy & Capabilities
- Use Case Sharing

#### 3. Project Management & Deployment Techniques in AI

- Resources Estimation
- Workload Estimation of Unstructured and Structured Data
- Skills of Project Team and Operation Team

#### 4. Introduction to Artificial Intelligence

- Introduction to Big Data & Analytics
- Introduction to AI & History
- Examples in Deep Learning
- AI Applications in Computer Visions
- AI Applications in Face and Gesture Recognition
- AI Applications in Object Detection
- AI Applications in Activity Recognition
- AI Applications in Image Generation
- AI Applications in Robotic Controls
- AI Natural Language Processing
- GPU and Hardware in AI

### Part II – Real Commercial & Government Use Cases

#### 5. Commercial Use Cases - AI Image and Video Recognition

- Principles of AI Image Analytics
- Use case: Face-related Detection and Recognition
- Use case: Activity Recognition
- Use case: Building and Facility Monitoring
- Use case: People Traffic
- Use case: Crowd Management
- Use case: Document Imaging

## 6. Commercial Use Cases - AI E&M Facility Energy Saving and Preventive Maintenance

- Introduction to AI in E&M Energy Saving
- Examples in HVAC, Facilities and Pump
- Introduction to AI in E&M Preventive Maintenance
- Basic Concepts in Preventive Maintenance
- Use Case Sharing

## 7. Commercial Use Cases - AI Sound, Voice & Customer Service

- Chatbot
- Use Cases in Sound Classification for Vehicles
- Use Cases in Voice-to-Text Technology
- Use Cases in Voice-to-Voice Technology

## 8. Case Studies in Commercial Cases with Business Intelligence & Analytics

- Basic Concepts in Natural Language Processing
- Document Automation – Paperless Initiative
- AI Automatic Document Data Retrieval
- AI Automatic Document Data Textual Summarization
- AI Sentiment Analysis
- AI in Reading Comprehensive

## Part III – Machine Learning – How it Works

### 9. Regression – From the Ground Up

- Machine Learning Basics
- Training, Test & Validation Process
- Over-fitting and Under-fitting
- Principles in Perceptron
- Impact of Data Cleansing and Data Transformation

### 10. Neural Network Basics, ANN, CNN

- Neural Network Basics
- Neurons, Activation Functions, Optimisation & Loss

### 11. Concepts in Image Recognition and Speech Recognition

- Convolutional Neural Network for Image Recognition
- Speech Recognition

### 12. AI Textual – Natural Language Processing

- Principles in Natural Language Processing
- AI Chatbot, Sentiment Analysis
- AI Document Management System
- AI Knowledge Management System
- AI High-Speed Searching Engine

## Award of Certificate

A Certificate of Attendance will be awarded to participants who have attended 75% or above of the course.

## Enrolment Methods

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 to: *HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)*.  
Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.  
Office hours: Monday to Friday 09: 00 - 18: 00



<http://u.hkpc.org/aBp>

## NITTP Application

Companies should submit their NITTP training grant application for their employee(s) via <https://nittp.vtc.edu.hk/rttp/login> at least five weeks before course commencement.

Alternatively, **application form** could be submitted by email to [nittp@vtc.edu.hk](mailto:nittp@vtc.edu.hk) along with supporting documents.