

New Productive Forces Talent Programme (NPFTP) ●●● Online Training Course

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Enrol in **ONE** of these programmes (HK\$100 per programme)

AI Content Creation & Video Production

- Smartphone Photography and Editing with AI
- Generative AI for Video: From Storyboarding to Production
- Smartphone Video Production with AI
- Next-Gen Influencer: Create Faceless Social Media Content with AI

Digital Marketing

- Digital Marketing: Enhancing SEO for Online Visibility and Leads
- Digital Marketing: From Platforms to Strategies in Mainland

AI Strategy and Applications

- Transforming Business with AI: From Concepts to Implementation
- e-Commerce: Your 24/7 AI Marketing Partner
- Optimising Business Processes with Generative AI
- Craft Compelling PowerPoint Presentations with Generative AI

Other FutureSkills

- Blockchain Strategies and Applications
- Data Analytics for Business Success

And get the following 9 programmes for **FREE!**

- Agile Project Management
- Customer Centric Marketing: From User Interface to User Experience
- Cyber Security Essentials
- ESG in Business Applications
- Understand Artificial Intelligence
- Understand Blockchain Technologies
- Understand Cloud Computing
- Understand Big Data & Data Analytics
- AI Gym

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More Info & Enrol



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Course Title	Learning Objective / Outcomes	Duration
Blockchain Strategies and Applications	<ul style="list-style-type: none"> Gain a basic understanding of blockchain technology Explore the latest applications of blockchain across various sectors, assessing their impacts on innovation Address challenges and explore solutions for effective implementation within organisation 	Around 47 minutes divided into several learning sessions
Data Analytics for Business Success	<ul style="list-style-type: none"> Understand data management and its role in informed decision-making Identify and evaluate the free data analytics tools and their business applications Explore data governance and security best practices 	Around 38 minutes divided into several learning sessions
Transforming Business with AI: From Concepts to Implementation	<ul style="list-style-type: none"> Understand the foundational knowledge of AI and key terminologies Explore latest AI business applications in digitalisation Discuss ethical considerations and foster skills to implement AI solutions 	Around 77 minutes divided into several learning sessions
Smartphone Photography and Editing with AI	<ul style="list-style-type: none"> Identify and utilise the features of their smartphone camera, including AI-assisted functionalities Utilise AI tools for background manipulation and effects in portrait images Master editing applications to perform editing tasks and applying AI effects Optimise images and videos for various platforms, ensuring high-quality output that meets audience engagement standards 	Around 46 minutes divided into several learning sessions
Digital Marketing: Enhancing SEO for Online Visibility and Leads	<ul style="list-style-type: none"> Understand the basics of Search Engine Optimisation (SEO) and its role in enhancing business visibility online Learn essential SEO strategies to improve website rankings and attract more customers Apply SEO techniques through practical case studies 	Around 56 minutes divided into several learning sessions
Generative AI for Video: From Storyboarding to Production	<ul style="list-style-type: none"> Gain a foundational understanding of Generative AI and its relevance to video production Explore Generative AI tools for storyboarding, as well as text-to-video and image-to-video generation Learn how Generative AI can be applied in various business scenarios 	Around 47 minutes divided into several learning sessions
e-Commerce: Your 24/7 AI Marketing Partner	<ul style="list-style-type: none"> Gain foundational AI concepts. Utilise AI tools for background manipulation and effects in portrait images Learn efficient prompt-writing techniques for accurate and actionable responses that streamlining workflows Leverage AI tools to enhance creative content creation and boost marketing efficiency 	Around 44 minutes divided into several learning sessions
Smartphone Video Production with AI	<ul style="list-style-type: none"> Utilise AI tools for visual narration in creating storyboards and generate images Understand cinematography concepts such as ISO, shutter speed, and aperture for portrait and product images Understand what video features and applications are available for your smartphone Learn to create content by AI from start to finish 	Around 44 minutes divided into several learning sessions

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Agile Project Management	<ul style="list-style-type: none"> Differentiate between Waterfall and Agile Project Management, noting their pros and cons Examine the rise and uses of Agile Project Management Uncover Agile Project Management's significance, mindset, and team structure Inspire "Empathy" and "Innovation" in Agile Project Management implementation 	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	<ul style="list-style-type: none"> Define good customer experience Explore the importance of CX in the Experience Economy Learn about 4P, 4C, and 4E in marketing and their relationships Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) Define good UX and the Design Thinking Process 	Around 56 minutes divided into several learning sessions
Cyber Security Essentials	<ul style="list-style-type: none"> Stay updated on cybersecurity news and trends Learn about internet security measures to safeguard digital assets Recognise and prevent phishing attacks. Understand preventive measures to counter cyber threats 	Around 68 minutes divided into several learning sessions
ESG in Business Applications	<ul style="list-style-type: none"> ESG definition and worldwide/local trends Impact of global climate change on business sustainability Implementing sustainable practices in your company Employee contributions to company sustainability goals 	Around 56 minutes divided into several learning sessions
Understand Artificial Intelligence	<ul style="list-style-type: none"> Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation Discuss the challenges and ethical considerations associated with this technology 	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	<ul style="list-style-type: none"> Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation Discuss the challenges and ethical considerations associated with this technology 	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	<ul style="list-style-type: none"> Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation Discuss the challenges and ethical considerations associated with this technology 	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	<ul style="list-style-type: none"> Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation Discuss the challenges and ethical considerations associated with this technology 	Around 60 minutes divided into several learning sessions
AI Gym	<ul style="list-style-type: none"> Understand the basic concept of AI Gym Learn about the AI principles for effectively prompting Apply the AI framework to make a PowerPoint Presentation 	Around 22 minutes

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