

Optimising Business Processes with Generative AI (vLearn Programme)

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

vLearn
HKPC Virtual Learning

Streamline workflows and boost productivity with AI. Learn to integrate Generative AI for your daily office work, including enhancing presentations, automating reports, and optimising processes.

Programme Code	10017879-12
Programme Duration	60 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese (with English and Chinese subtitles)
Course Fee	HK\$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Equip companies with frameworks to integrate generative AI into core business operations
- Demonstrate how AI can enhance daily office work
- Address Hong Kong-specific AI implementation challenges and opportunities
- Develop risk-aware strategies for sustainable AI adoption and growth

Inquiry: Mr Terence LUEN | +852 2788 5318 | terenceluen@hkpc.org
Ms Maggie CHEUNG | +852 2788 5013 | maggiecheung@hkpc.org

Course Outline

1. Generative AI: A Strategic Imperative

- Understanding AI's evolution from automation tool to strategic partner
- Overview of industry trends: Hyper-personalisation, predictive analytics, and AI-enhanced decision-making

2. AI-Powered Presentations & Executive Reporting

- Tools for transforming key insights into impactful presentations
- Summarising complex reports into digestible executive briefs using AI

3. Customise GPT Powered Chatbot as Your Business Assistant

- How to build and fine tune your AI chatbot
- Demonstrating how some daily business tasks can be simplified

4. Workflow Automation & Process Optimisation

- Introducing HK available AI-integrated workflow platforms
- High-level strategies for streamlining workflows:
 - Sales & marketing optimisation, HR admin process streamlining
 - Building Custom Workflows: AI-assisted workflow design

5. Security & Governance in AI Adoption

- Overview of regional threats: Addressing issues like deepfake fraud, AI-driven phishing, data leaking
- Understanding cloud AI vs closed AI security
- Best practices for data security and employee training in AI contexts

6. Generative AI Deployment Approaches

- Exploring various deployment methods, including chatbot services and AI policy development.
- High-level considerations for investment in AI initiatives

Enrolment Method

Scan the QR code to complete the enrolment and payment online.



<http://u.hkpc.org/b4Q>

Course Title	Learning Objective/Outcomes	Duration
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 Customer Experience 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 60 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 60 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 • Implementation of sustainable practices in your company • Employee contributions to company sustainability goals 	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	<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