

Transforming Business with AI: From Concepts to Implementation (vLearn Programme)

圖像由生成式人工智能創作
Image Created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

vLearn
HKPC Virtual Learning

This programme will equip you with foundational Artificial Intelligence (AI) concepts, explore business and manufacturing applications, and discuss whether to buy or build your own AI model, including ethical considerations.

Enrol now to gain skills for implementing effective AI solutions in your organisation.

| | |
|--------------------|--|
| Programme Code | 10017879-03 |
| Programme Duration | 77 minutes (Valid until December 2027) |
| Platform | HKPC Academy vLearn |
| Medium | Cantonese and Putonghua version (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

- 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

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

Course Outline

1. Introduction to AI in Business

- Definition of Artificial Intelligence (AI)
- Overview of AI terminologies (e.g., machine learning, deep learning, GenAI)
- Large Language Model (LLM)
- Possibility and Importance of AI in modern business environments

2. AI Implementation Frameworks

- Cultivate AI-ready mindsets and skillsets
- Discuss the measures and considerations for deciding whether to buy, customise or build your own AI model
- Understand the AI Lifecycle
- Identify key considerations for successful implementation

3. Business Case Study of Adapting GenAI

- Demonstrate how AI enhances productivity and efficiency
- Explore real-world case studies of business adapting to or integrating GenAI
- Introduce AI Agents

4. Ethical Considerations and Security for Adopting AI

- Understand the risks and limitations of AI
- Raise Data and Security awareness in using AI

Enrolment Method

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



<http://u.hkpc.org/bz7>

| 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 |