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

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CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

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

hkpc 生產力學院 **Academy**

Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	• 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	• 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	• 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	• 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)	• 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	• 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	• 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	• 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	• 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