

AI for Business: Research & Data Analysis

(vLearn Programme)

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CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS



vLearn
HKPC Virtual Learning

Tired of spending hours on research & data analytics?

Our training video teaches you the use of free AI tools and effective prompts to get cited insights, clear charts, and actionable reports in minutes!

Programme Code	10017879-14
Programme Duration	45 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

- Use AI tools for fast research and insight generation
- Master skills in summarising information, analysing data, and visualising trends using AI
- Apply prompting framework for common business tasks

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 for Business Research

- What AI research tools are
- Why AI is useful for everyday research and quick insights
- Overview of free tools
- Business examples: summarising reports, market scanning, competitor overview

2. Using AI Tools for Fast Research

- How to structure a clear research question
- How AI gathers information with citations
- Turning long documents into easy summaries
- Business examples: summarising long texts, identifying customer trends

3. AI for Basic Data Analysis

- Type of data AI can analyse: Excel, CSV, text reports
- Using AI for data cleaning, insights extraction, and trend spotting
- Creating simple charts (bar, line, pie) via AI
- Business examples: sales trend analysis, operational data analysis

4. Practical Prompting for Research & Data Analysis

- Prompting structures for effective analysis
- Business examples: summarise long texts to few points, create a comparison table, analyse an Excel and highlight unusual patterns

Enrolment Method

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



<http://u.hkpc.org/b5R>



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