Generative AI for Business Optimisation

FUTURESKILLS — CONNECTION TECHNOLOGY 裝備未來

政府資助計劃 Government-funded programme

NITTP Approved

Course Fee: $3,000 (May apply up to $2,000 subsidy)
*Maximum saving, with the final grant subjects to approval.

This practical workshop enables you to master some of the most popular **free AI tools that can help improve your daily operations.**

Anyone without a technical background can leverage these AI tools to automate work tasks with higher efficiency, accuracy, and creativity!

Course code	10016520-02
Date and time	27 Nov 2024 (Wed) 09:30 – 12:30 & 14:00 – 1700
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Mode	Face to face workshop
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK$3,000/ HK$2,700* *Group discount for 2 or more

Objectives

- Understand the AI trends and its strategic implications to business
- Learn different FREE AI tools to **improve business workflows**, **create personalized GPT-powered Chatbots** and **interactive presentations**
- Understand the security and data privacy of AI, and the future impact of Generative AI on the business environment

This course is an approved New Industrialisation and Technology Training Programme (NITTP), which offers up to 2/3 course fee reimbursement upon successful applications. For details: https://nittp.vtc.edu.hk.

Course Outline

1. Strategic Role of Generative AI in Business – 0.5 Hour

    A.   Overview of AI trends and its strategic implications on business performance
    B.   Key concepts of Generative AI and no-code automation
    C.   Importance of Prompt Engineering techniques in improving AI effectiveness and efficiency

2. Business Workflow Automation Demo and Exploration – 1.5 Hours

    A.   Hands-on session
        - Project management (task, status, timeline, automation setup)
        - Business communication e.g. meeting agenda, generating meeting notes with transcription, email and customer service reply etc.
    B.   Discussion on the best practices

3. Building Customised GPT-Powered Chatbots for Your Business - 1 Hour

    A.   Hands-on session: Build GPT-powered Chatbots
        - Customer service
        - Internal knowledge sharing e.g. corporate policy, handbook, etc.
    B.   Tips to train AI models to meet specific business requirements
    C.   Showcase of no-code tools to ease the process of building and deploying AI models

4. AI for Graphic Generation and Presentation Slides - 1 Hour

    A.   Hands-on session
        - Text-to-image to create stunning graphics
        - Text-to-presentation to minimise preparation time

5. Security and Data Privacy in the AI Era: A Business Imperative – 1.5 Hour

    A.   Unpacking recent AI crime trends and their implications on business
    B.   Understanding the threats: Deepfakes, Voice Synthesis, AI Password Cracking, and more, and their impact on business security.
    C.   Discussion on best practices and tips to minimize the risk of adapting AI.

6. Future Impact of Generative AI on Business Environment: A Strategic Perspective - 0.5 Hour

    A.   Updates on related tech trends and the implications in business
    B.   Be agile and resilient in terms of mindset and skillset

Trainer's Profile

Kit WONG is a proficient Business Analyst and Developer. Kit graduated from the City University of Hong Kong. With 10+ years' experience in technology industry, Kit helps businesses to establish enhance operation efficiency and improve sales performance. He is experienced in developing and delivering tech-for-non-tech and ChatGPT training with very good feedback.

Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

Enrolment Methods

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

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: *HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG).* Please indicate the course name and course code on the **back of the cheque and envelope**. OR

3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee. Office hours: Monday to Friday 09: 00 - 18: 00

http://u.hkpc.org/be7

NITTP Application

Companies should submit their NITTP training grant application for their employee(s) via https://nittp.vtc.edu.hk/rttp/login at least five weeks before course commencement.

Alternatively, **application form** could be submitted by email to nittp@vtc.edu.hk along with supporting documents.

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