hkpc Academy 生產力學院

Generative AI in Action: Empowering Corporate Innovations and Digital Transformations (vLearn Programme)

FUTURESKILLS — CONNECTION TECHNOLOGY — 裝備未來

vLearn — HKPC Virtual Learning

In this course, we'll explore Generative AI's definition, types, and real-world applications. Discover how it transforms industries, **from text generation to art creation, and learn prompt tips for optimal results**.

Don't miss your chance to stay ahead in Generative AI!

Programme Code	10017015-02
Programme Duration	54 minutes (Valid for 1 Year)
Platform	HKPC Academy vLearn
Medium	Cantonese with English and Chinese subtitles
Course Fee	HK$380
Certificate Award	A Certificate of Accomplishment will be awarded to participants who have completed the course

Learning Outcome

Upon completion of this course, you will :

- Understand the basics of neural networks and deep learning
- Gain the knowledge of various types of generative AI and their applications in the real world
- Master prompt engineering and fine-tuning prompts for optimal outcomes
- Gain the knowledge of the future of generative AI, including trends, challenges, and the importance of ethics
- Improve ability to innovate and transform your business using generative AI

Course Outline

1. Introduction: The Rise of Generative AI

- Definition of Generative AI
- Types of Gen AI and applications in the real world (e.g., text generation, art creation, etc.)
- How Generative AI Works
- Basics of Neural Networks and Deep Learning
- Introduce the most famous models / tools like GPT-4, Stable Diffusion, Midjourney, etc.

2. Text and Image Generation in Action

- Basic prompt examples demonstration with ChatGPT
- Journey into AI-Generated Imagery with Stable Diffusion
- Exploring Other Generative Tools: Midjourney, Adobe Firefly and etc.
- Practical Applications and Use-Cases
- Business: Copywriting, customer support, idea brainstorming
- Art & Entertainment: artwork, video, storytelling
- Research & Development: Data analysis, coding and self-learning

3. Prompt Engineering: Commanding AI Effectively

- The Art of Crafting Prompts
- Common Pitfalls and Tips for Effective prompt
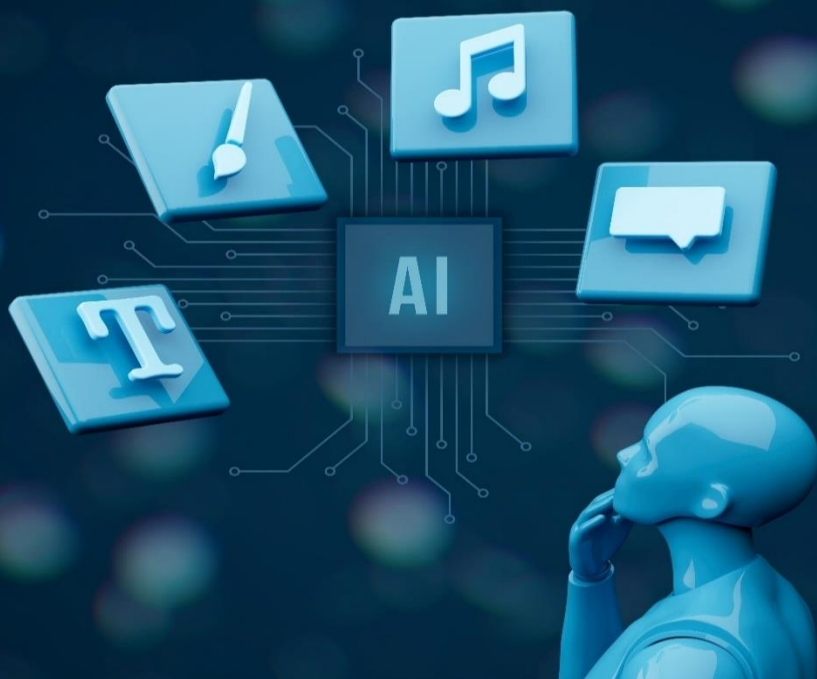- Fine-Tuning Prompts for Optimal Outcomes

4. Data Privacy, Ethical Implications & Considerations

- Data and security awareness when using AI
- Bias in AI: Origins and implications
- The importance of transparency and responsibility

5. The Future of Generative AI

- Trend and predictions
- Challenges and future of jobs and corporate workflow
- Encouraging innovation while ensuring ethics

6. Conclusion and Next Steps

Trainer Profile – Kit WONG

Kit WONG: AI & Digital Transformation Expert

With 15+ years of experience, Kit helps businesses thrive through **AI, cloud, and digital marketing solutions**. He's a skilled developer, consultant, and trainer, delivering engaging **Generative AI x ChatGPT workshops** for diverse audiences, from government, property, to finance. His expertise empowers participants to implement AI solutions and achieve operational excellence.

Beyond his training expertise, Kit is also a passionate content creator on YouTube channel, focusing on digital transformation, cloud business platforms, and eCommerce. His engaging videos have garnered over 700k views and 34k watch hours, demonstrating his ability to effectively communicate complex technical concepts to a broad audience.

Enrolment Method

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 should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Casey TAM). Please indicate the course name and course code on the back of the cheque and envelope.

   [Enrolment form can be downloaded at https://www.hkpcacademy.org/enrollment/]

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