

AI Transformation for Business: From Fundamentals to Strategic Impact

Program Description

This program is designed to equip professionals, managers, and executives with the knowledge and practical skills to harness Artificial Intelligence (AI) and Generative AI for business transformation. Covering foundational AI concepts, machine learning workflows, generative AI applications, prompt engineering, agentic workflows, and ethical governance, the program blends technical understanding with real-world business strategies. Learners will gain hands-on exposure to AI tools, frameworks, and use cases across sales, marketing, customer service, project management, and decision-making.

Benefits of the Program

- **Comprehensive Learning Path:** From AI basics to advanced generative AI strategies.
- **Business-Centric Focus:** Tailored to real-world applications in sales, marketing, customer service, and project management.
- **Hands-On Skills:** Practical exposure to tools like ChatGPT, PaLM API, AWS Bedrock, and Excel automation.
- **Strategic Advantage:** Learn how to optimize workflows, personalize customer experiences, and drive predictive insights.
- **Ethical & Responsible AI:** Understand compliance, governance, and responsible deployment frameworks.
- **Future-Proofing:** Gain insights into emerging trends like agentic workflows and AI governance to stay ahead in digital transformation.

Course Outline

- Introduction to AI
- Introduction to GenAI
- Prompt Engineering for Everyone with ChatGPT and GPT-4
- Ethical Considerations in Generative AI
- AI Strategies for Sales & Marketing Success
- Lead Generation with AI
- Enhancing CS with GenAI
- Introduction to Agentic Workflows
- Creating Dynamic Excel Dashboards with ChatGPT

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- **ChatGPT for Project Management**
- **Introduction to Responsible AI**
- **AI Security and Governance on AWS**

Total Duration

22 Hours

Learning Format

Online, On-Demand Learning

Course Fee

HKD9,200

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Introduction to Artificial Intelligence

This Introduction to AI provides an overview of AI concepts and workflows, machine learning, deep learning, and performance metrics. You'll learn the difference between supervised, unsupervised, and reinforcement learning; be exposed to use cases, and see how clustering and classification algorithms help identify AI business applications.

Course Curriculum

Introduction to Artificial Intelligence

Lesson 00 - Course Introduction

Lesson 01 - Decoding Artificial Intelligence

- 01 Decoding Artificial Intelligence
- 02 Meaning, Scope, and Stages Of Artificial Intelligence
- 03 Three Stages of Artificial Intelligence
- 04 Applications of Artificial Intelligence
- 05 Image Recognition
- 06 Applications of Artificial Intelligence - Examples
- 07 Effects of Artificial Intelligence on Society
- 08 Supervises Learning for Telemedicine
- 09 Solves Complex Social Problems
- 10 Benefits Multiple Industries
- 11 Key Takeaways
- Knowledge Check

Lesson 02 - Fundamentals of Machine Learning and Deep Learning

- 01 Fundamentals Of Machine Learning and Deep Learning
- 02 Meaning of Machine Learning
- 03 Relationship between Machine Learning and Statistical Analysis
- 04 Process of Machine Learning
- 05 Types of Machine Learning
- 06 Meaning of Unsupervised Learning
- 07 Meaning of Semi-supervised Learning
- 08 Algorithms of Machine Learning
- 09 Regression
- 10 Naive Bayes
- 11 Naive Bayes Classification
- 12 Machine Learning Algorithms
- 13 Deep Learning
- 14 Artificial Neural Network Definition
- 15 Definition of Perceptron
- 16 Online and Batch Learning
- 17 Key Takeaways
- Knowledge Check

Lesson 03 - Machine Learning Workflow

- 01 Learning Objective

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02 Machine Learning Workflow

03 Get more data

04 Ask a Sharp Question

05 Add Data to the Table

06 Check for Quality

07 Transform Features

08 Answer the Questions

09 Use the Answer

11 Key takeaways

Knowledge Check

Lesson 04 - Performance Metrics

01 Performance Metrics

02 Need For Performance Metrics

03 Key Methods Of Performance Metrics

04 Confusion Matrix Example

05 Terms Of Confusion Matrix

06 Minimize False Cases

07 Minimize False Positive Example

08 Accuracy

09 Precision

10 Recall Or Sensitivity

11 Specificity

12 F1 Score

13 Key takeaways

Knowledge Check

5+ Skills Covered

- AI Basics
- Machine Learning Neural Networks and NLP
- Data Handling amp Preprocessing
- AI Tools amp Frameworks
- Problem Solving with AI

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Introduction to Generative AI

Explore the basics of Generative AI in Google Cloud's free Generative AI course with a certificate. No prior knowledge is needed to start learning this course - it's designed for beginners. Discover the fundamentals of Generative AI, the different types of models, and where it's used in the real world.

Course Curriculum

Lesson 1 : Introduction to Generative AI

5+ Skills Covered

- Understanding Generative AI and what it can do
- Practical experience with popular AI tools and frameworks
- Neural network fundamentals made simple
- Applying the PaLM API for actual applications
- Understand the Probability Distributions in Simple English

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Prompt Engineering For Everyone with ChatGPT and GPT-4

Build a strong foundation in prompt engineering and learn how to design, refine, and apply prompts to harness the power of generative AI. Master key concepts, best practices, and advanced strategies like chain-of-thought prompting, role prompting, multilingual and multimodal prompts, and prompt compression.

Program Duration

3 Hours

Learning Format

Online and On-demand

Course Curriculum

Lesson 01: Introduction to Prompt Engineering

Lesson 02: Basics of Prompt Engineering

2.01 Introduction

2.02 Understanding Prompts: Inputs, Outputs, and Parameters

2.03 Crafting Simple Prompts: Techniques and Best Practices

2.04 Evaluating and Refining Prompts: An Iterative Process

2.05 Basic Principles for Interacting with AI

2.06 Role Prompting and Nested Prompts

Lesson 03: Advanced Prompt Engineering Techniques

3.01 Introduction

3.02 Chain-of-Thought Prompting

3.03 Multilingual and Multimodal Prompt Engineering

3.04 Understanding the Non-Deterministic Nature of AI

3.05 Human-AI Collaboration: Best Practices and Strategies

3.06 Generating Ideas Using "Chaos Prompting"

3.07 Writing Code with the Help of AI Part 1

3.08 Writing Code with the Help of AI Part 2

3.09 Using Prompt Compression Techniques

3.10 Problem-Solving and Generation of Visual Outputs

3.11 AI-Assisted Questioning

Lesson 04: Prompt Engineering Use Cases in Everyday Tasks - Part 1

4.01 Introduction

4.02 Automating Emails and Social Media Posts

4.03 Content Generation: Blogs, Articles, and Reports

4.04 Task Delegation and Project Management

4.05 Customer Support: Enhancing Human-Agent Collaboration

4.06 Retail and eCommerce AI Driven Personalization and Efficiency

4.07 Data Analysis: Augmenting Human Insights with AI

Lesson 05: Prompt Engineering Use Cases in Everyday Tasks - Part 2

5.01 Introduction

5.02 Creative Writing and Brainstorming: Using AI to Generate Ideas and Drafts

5.03 Efficient Research and Information Curation: AI-Powered Summarization and Analysis

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5.04 Enhancing Communication Skills: AI-Assisted Proofreading and Writing

5.05 AI-Driven Task Management and Decision Making

5.06 AI-Powered Professional Development and Lifelong Learning

Lesson 06: Ethics and Considerations in Prompt Engineering

6.01 Introduction

6.02 Ensuring Fairness and Reducing Bias

6.03 Privacy and Data Security

6.04 Responsible AI and the Future of Work

Lesson 07: Using ChatGPT Plugins and Custom Instructions

7.01 An Introduction to ChatGPT Plugins

7.02 Deep Dive into ChatGPT Plugins

7.03 The Advanced Data Analysis Plugin (The Code Interpreter)

7.04 The Advanced Data Analysis Plugin - Part 2

7.05 The Advanced Data Analysis Plugin - Part 3

7.06 The "Custom Instructions" Feature in ChatGPT

7.07 Course Conclusion and Key Takeaways

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AI Strategies for Sales and Marketing Success

Discover how Generative AI is revolutionizing sales and marketing. Learn AI-driven copywriting, personalized campaigns, predictive sales, and chatbot automation. Explore AI-powered customer segmentation, pricing optimization, and marketing attribution.

Duration

4 Hours

Course Curriculum

AI Strategies for Sales and Marketing Success

Lesson 01: Introduction to Marketing with GenAI

Lesson 02: Introduction to Sales with GenAI

- 2.01 Learning Objectives
- 2.02 Introduction to Sales Trends Forecasting
- 2.03 Importance and Benefits of GenAI in Forecasting Sales Trends
- 2.04 Demo: Creating Visualization for Sales Data Analysis
- 2.05 CRM and Pipeline Management Using GenAI
- 2.06 Customer Retention and Churn Prediction
- 2.07 Customer Retention and Churn Prediction: Case Study
- 2.08 Demo: Generating a Sales Pitch Using ChatGPT
- 2.09 Optimizing Pricing and Promotions
- 2.10 Promotional Activities
- 2.11 Chatbots and Virtual Sales Assistants
- 2.12 Building Personalized Communication Using GenAI
- 2.13 Demo: Crafting a Customer Service Feedback Survey
- 2.14 Marketing Plan with GenAI
- 2.15 Demo: Creating a Customized Marketing Plan
- 2.16 Demo: Building a Buyer Persona Using ChatGPT
- 2.17 Demo: Building a Strategic Sales Campaign
- 2.18 Customer Lifetime Value Prediction with GenAI
- 2.19 Demo: Calculating CLV Prediction Using Generative AI
- 2.20 Key Takeaways

Lesson 03: Strategies, Future, and Success Stories

- 3.01 Learning Objectives
- 3.02 Implementation and Benefits of GenAI in Sales and Marketing
- 3.03 How GenAI Addresses the Challenges Faced in Traditional Models?
- 3.04 Demo: Building a Cross-Sell Strategy for a Product
- 3.05 Demo: Creating the Upsell Strategy for a Product
- 3.06 Demo: Enhancing Lead Generation Using GenAI
- 3.07 Key Trends for the Future of Marketing
- 3.08 Marketing Strategy Optimization
- 3.09 Ethical Considerations for AI in Sales and Marketing
- 3.10 Demo: Designing the Marketing Strategy Optimization Techniques
- 3.11 Case Study

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3.12 Key Takeaways

1+ Skills Covered

- GenAI

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Lead Generation with AI

Unlock the power of AI for effective lead generation in this comprehensive course on lead generation with AI. Discover how to leverage AI tools and strategies to automate and optimize your lead generation processes, ultimately enhancing sales and conversions.

Program Duration

1 Hour

Course Curriculum

Introduction

Lesson 1: Fundamentals of Lead Generation

Lesson 2: AI in Lead Generation

Lesson 3: AI Lead Generation Tools

4+ Skills Covered

- Lead Generation Fundamentals
- AI Enhanced Prospecting
- Industry Tool Utilization
- Lead Quality Improvement

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Enhancing Customer Service with Generative AI

Discover how generative AI enhances data analytics through synthetic data generation, anomaly detection, automated cleaning, and real-time analysis. Learn to build predictive models, create insightful visualizations, and address ethical challenges, computational constraints, and emerging trends.

Program Duration

2 Hours

Learning Format

Online and On-demand

Course Curriculum

Enhancing Customer Service with Generative AI

Lesson 01: Learning Objectives

Lesson 02: The Digital Transformation of Customer Service

Lesson 03: AI-Powered Chatbots and Virtual Assistance: Benefits

Lesson 04: Personalizing Customer Interactions

Lesson 05: Efficient Customer Feedback Management

Lesson 06: Enhancing Knowledge Bases and FAQs

Lesson 07: Call Center Automation and Optimization

Lesson 08: Proactive Customer Engagement

Lesson 09: Ethical and Practical Consideration

Lesson 10: Preparing for the Future

Lesson 11: Key Takeaways

4+ Skills Covered

- AI Customer Support
- Personalized Interaction Optimization
- Customer Sentiment Analysis
- Knowledge Automation Management

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Introduction to Agentic Workflows

The Agentic Workflows course introduces you to the concept of autonomous, intelligent workflows that automate tasks and make decisions based on predefined rules. Learn how to design, implement, and optimize agentic workflows to improve business efficiency, streamline processes, and enhance decision-making.

Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Introduction

Lesson 1: Introduction to Amazon Bedrock

Lesson 2: Build a Simple Cloud Based Agent

Lesson 3: Connecting Agent to External Services

Lesson 4: Guardrails in Amazon Bedrock

Lesson 5: Give the Agent a Code Interpreter

Lesson 6: Connecting Agent to Access Customer Support Repository

Lesson 7: Amazon Bedrock Console

6+ Skills Covered

- Designing Agentic Workflows
- Workflow Automation Techniques
- Integrating Agentic Workflows
- Data Handling and Decision Making
- Automation Tools and Platforms
- Analyzing and Optimizing Workflows

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Creating Dynamic Excel Dashboards with ChatGPT

Learning Format
Online and On-demand

Course Curriculum

Lesson 01: Creating Dynamic Excel Dashboards with ChatGPT

2+ Skills Covered

- AI Dashboard Automation
- AI Insight Generation

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ChatGPT for Project Management

The ChatGPT for Project Management course teaches how to integrate AI to automate project workflows, improve communication, and streamline task management. Learn to use ChatGPT for generating reports, scheduling tasks, risk management, and enhancing team collaboration.

Learning Format

Online and On-demand

Course Curriculum

Introduction

Lesson 1: Introduction to Project Management

Lesson 2: Job Roles in Project Management

Lesson 3: Responsibilities of a Project Manager

Lesson 4: Why Project Management is a Game Changer?

Lesson 5: AI Revolutionizing Project Management

Lesson 6: What is ChatGPT?

Lesson 7: ChatGPT for Project Management

Lesson 8: Limitations of ChatGPT

6+ Skills Covered

- AI Driven Project Automation
- Task and Workflow Optimization
- Communication Enhancement
- Project Documentation Automation
- Smart Resource Allocation
- Integrating Project Management Tools

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Ethical Considerations in Generative AI

Explore the ethical and compliance challenges of Generative AI! This course covers bias, fairness, privacy, transparency, legal frameworks, and societal impact. Learn about data privacy laws, AI-driven decisions, deepfake mitigation, and industry regulations.

Learning Format

Online and On-demand

Course Curriculum

Lesson 01: Learning Objectives

Lesson 02: Understanding the Ethics of Generative AI

- 2.01 What Is Meant by Ethics of GenAI?
- 2.02 Ethical Concerns of GenAI
- 2.03 AI Ethics Framework
- 2.04 AI Ethics Framework: Key Requirements
- 2.05 Importance of Ethics in GenAI

Lesson 03: Data Privacy and Ethical Challenges in GenAI

- 3.01 Data Privacy for Ethical GenAI
- 3.02 Elements of Data Privacy
- 3.03 Challenges in Data Collection
- 3.04 Safeguarding Data Privacy
- 3.05 Data Privacy Laws and Regulations
- 3.06 Data Privacy Laws and Regulations: General Data Protection Regulation (GDPR)
- 3.07 Use Cases
- 3.08 Use Cases: Challenges

Lesson 04: The Black Box Challenge

- 4.01 Black Box in GenAI System
- 4.02 How Is the Black Box a Challenge to Ethical GenAI?
- 4.03 Use Cases of GenAI Black Box

Lesson 05: Explainable Artificial Intelligence (XAI)

- 5.01 What Is XAI?
- 5.02 How to Implement XAI?
- 5.03 Model Transparency Techniques
- 5.04 XAI Tools
- 5.05 Scenario Using DALEX to Evaluate a GenAI Model

Lesson 06: Generative AI Legal Regulatory Frameworks

- 6.01 Need for Regulatory Frameworks

Lesson 07: GenAI's Potential Impact on the Labor Market

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7.01 How Is GenAI Impacting the Labor Market?

Lesson 08: Importance of Ethical Generative AI in Critical Domains: Case Studies

8.01 Case Study on Hiring: Overview

8.02 Case Study on Finance: Overview

8.03 Case Study on Healthcare: Overview

5+ Skills Covered

- AI Ethics Understanding
- Data Privacy Management
- Responsible AI Deployment
- AI Regulatory Compliance
- Ethical AI Leadership

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Introduction to Responsible AI

This is a Introduction to Responsible AI Course and practices powered by Google Cloud. The scope and core themes of this Foundation-level course include Google's 7 AI principles, bias reduction, and privacy. This covers the frameworks of responsible AI policies and governance models.

In Collaboration with



Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

[Introduction to Responsible AI](#)

4+ Skills Covered

- Responsible AI Principles
- AI Frameworks
- Bias in AI Systems
- Responsible AI Policies and Governance Frameworks

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AI Security and Governance on AWS

This course focuses on AI security, compliance, and governance on AWS. Learners explore AWS services used to secure AI systems, understand the AWS Shared Responsibility Model, address security and privacy considerations, and apply AWS governance services to manage and control AI applications effectively.

In collaboration with



Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

AI Security and Governance on AWS

5+ Skills Covered

- AI Security
- AWS Compliance
- Shared Responsibility
- AI Governance
- Data Privacy