



**University of  
Sunderland**

in Hong Kong

新特蘭大學香港分校

Professional Development 2020-21

# Certificate of Artificial Intelligence in Business

## 商業人工智能證書



## INTRODUCTION

Artificial Intelligence (AI) is being seen as one of the next great phases of human advancement. The practical and business applications of AI will touch almost every aspect of people and organisations.

This short course will give an overview of AI concepts and use cases to enable students to understand what is coming with AI. We will also examine how AI will enhance and/or disrupt business models while keeping in mind social and ethical effects of AI. Lastly, we will also focus on personal development of students so that they are better equipped for their jobs and careers in a future where humans and AI will work together.

## TUTOR



### MR. Kevin Pereira

He obtained MBA from INSEAD and prior to that, his BSc in Economics with concentrations in Finance, Management and Marketing from the Wharton School of Business at the University of Pennsylvania, and taught hybrid courses (in-class and online) on Artificial Intelligence (AI for Business Leaders) and Big Data (Big Data in Finance) to MBA and Masters students.

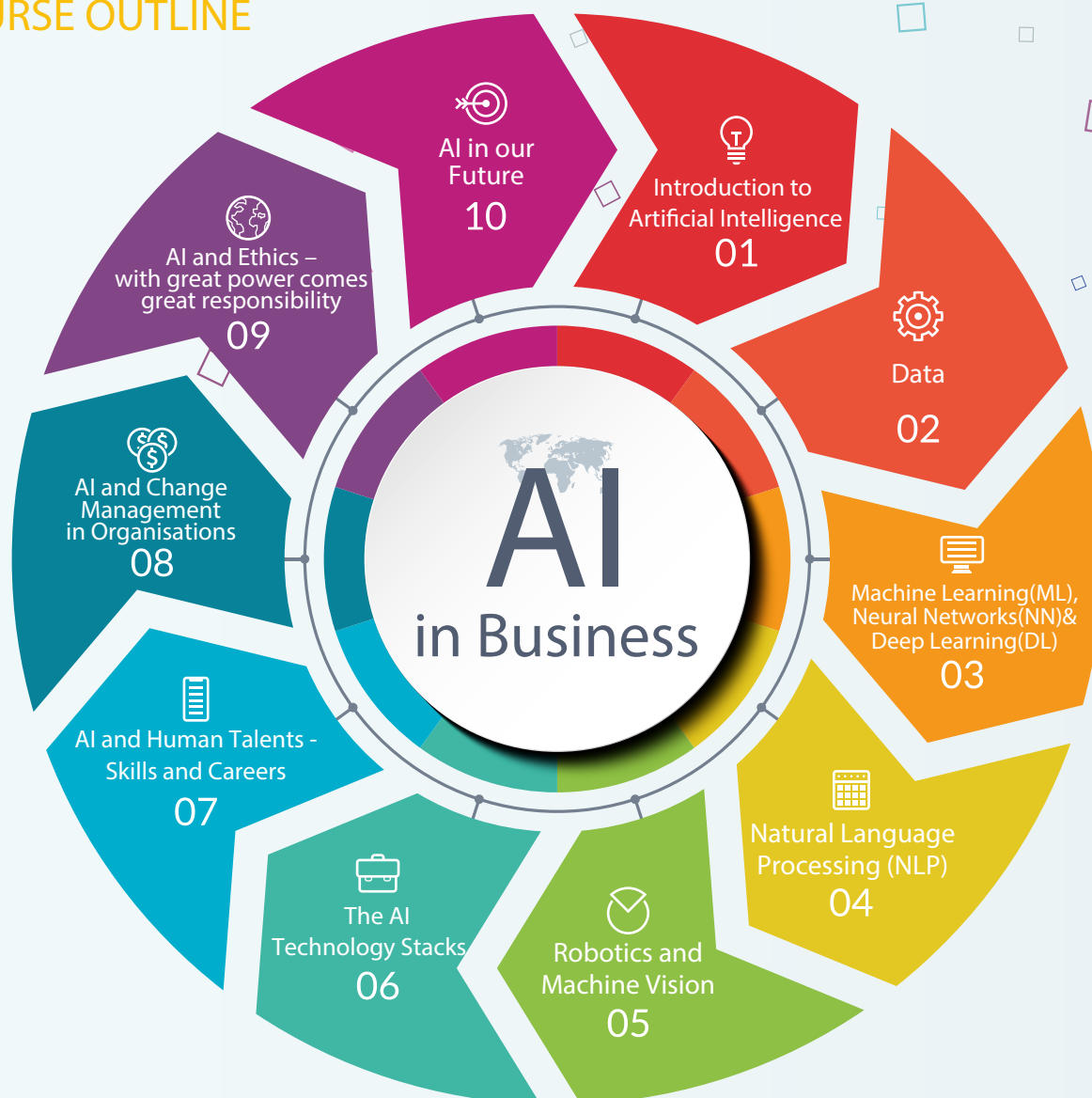
## HOW TO APPLY

### SCAN HERE

to download the application form



## COURSE OUTLINE



### By the end of the module you should be able to take away:

1. Knowledge and understanding to drive AI into business world
2. Certificate issued from University of Sunderland in Hong Kong
3. Discounted price (HK\$5,500) for enrolling MSc Data Science offered by UoS Hong Kong campus

### CLASS SCHEDULE

10 sessions, 7pm-10pm (Monday & Wednesday)  
Please refer to [sunderland.edu.hk](http://sunderland.edu.hk) for details

### COURSE FEE

HK\$5,500

### DELIVERY MODE

Face to face / Online Classes

### MEDIUM OF INSTRUCTION

English

### MATERIALS

- Power points
- Activities
- A complimentary online textbook

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