



Generative AI & Other Online Courses

Discount to HKICPA Members / Student Members

CATEGORY	COURSE NAME	HKD	HKICPA Members/ Student Members (15% off) ⁽¹⁾ (HKD)	COURSE OVERVIEW	TOOLS COVERED	DURATION (HOURS)
Free Trial Course (One Week Access)	Mobile Marketing: Capturing Audiences in the Mobile Era		0	<ul style="list-style-type: none"> Gain comprehensive understanding of end-to-end email marketing process, including automation techniques & designing high-converting email templates Learn to create impactful email marketing campaigns that engage your audience & drive business success Delve into critical role of mobile apps & marketing, mastering effective mobile ad targeting to reach your audience efficiently & enhance your brand's presence in digital landscape 	<ul style="list-style-type: none"> Mailchimp Apptweak HubSpot Google Ads etc. 	Total 10+ hours
	Essentials of Generative AI, Prompt Engineering & ChatGPT	5,452	4,634	<ul style="list-style-type: none"> Explores thoroughly Generative AI models, especially ChatGPT Understand fundamentals of Gen AI & its scope, prompt engineering, explainable AI, conversational AI, ChatGPT, other large language models Understand impact of GenAI on various business domains Explore GenAI tools 	ChatGPT etc.	9 hrs LVCs
	Workflow Automation, Customer Services using Generative AI & Ethics of Generative AI	5,450	4,633	<p>Workflow Automation using Generative AI</p> <ul style="list-style-type: none"> Equip AI-powered automation through Zapier Learn to build efficient workflows, transform data, personalize content Explore industry applications with Generative AI tools for optimized decision-making & scaling <p>GenAI in Customer Service Operations</p> <ul style="list-style-type: none"> Revamp your Customer Services with Generative AI Explore AI's role, tools, and models for automated problem resolution, dynamic responses, & sentiment analysis Enhance user experience, predict needs, ensure privacy, & bridge automation with human touch for seamless service experience <p>Ethics of Generative AI</p> <ul style="list-style-type: none"> Navigate ethical landscape of Generative AI in business, focusing on data integrity, responsible AI deployment, compliance, social implications of AI-driven decisions 	<p>Workflow Automation using GenAI</p> <ul style="list-style-type: none"> Zapier <p>GenAI in Customer Service Operations</p> <ul style="list-style-type: none"> ChatGPT Google Bard Rytr etc. 	Total 12 hrs LVCs
	Generative AI in Sales & Marketing, Data Analytics, & Ethics of Generative AI	6,899	5,864	<p>GenAI in Sales & Marketing</p> <ul style="list-style-type: none"> Get ready for future of marketing with AI. Dive into digital strategies, AI, & role of Generative AI Master automated copywriting, AI-powered segmentation, & dynamic campaigns Learn predictive analytics, AI-driven customer retention, & ethical considerations <p>GenAI in Data Analytics</p> <ul style="list-style-type: none"> Gain skills in getting data insights with Generative AI This course covers both foundational & advanced analytics techniques Learn essential skills, like data cleaning, transformation, & real-time integration, while also exploring ethical implications, quantum computing, & future of data generation <p>Ethics of GenAI</p> <ul style="list-style-type: none"> Navigate ethical landscape of Generative AI in business, focusing on data integrity, responsible AI deployment, compliance, social implications of AI-driven decisions 	<p>GenAI in Sales & Marketing</p> <ul style="list-style-type: none"> ChatGPT Midjourney etc. <p>GenAI in Data Analytics</p> <ul style="list-style-type: none"> ChatGPT Excel Jupyter 	Total 16 hs LVCs

Generative AI	Generative AI in Product Research & Development, Data Analytics & Ethics of Generative AI	5,450	4,633	<p><u>GenAI in Product Research & Development</u> Build up your skills in leveraging GenAI in:</p> <ul style="list-style-type: none"> Ø Product management Ø Mastering AI-driven research design, development Ø Strategic planning Ø Navigating ethical considerations for GenAI Ø Preparing for next-generation Gen AI tools & technologies <p><u>GenAI in Data Analytics</u> Ø Automate workflow regarding data using Generative AI & Zapier, from setup to advanced techniques, real-world applications & optimization strategies</p> <p><u>Ethics of GenAI</u> Ø Navigate ethical landscape of Generative AI in business, focusing on data integrity, responsible AI deployment, compliance, social implications of AI-driven decisions</p>	<p><u>GenAI in Product R & D</u></p> <ul style="list-style-type: none"> □ ChatGPT <p><u>GenAI in Data Analytics</u></p> <ul style="list-style-type: none"> □ ChatGPT □ Excel □ Jupyter 	Total 12 hrs LVCs
	Generative AI in Sales & Marketing, Product Research & Development, Data Analytics, & Ethics of Generative AI	8,066	6,856	<p><u>GenAI in Sales & Marketing</u> Ø Get ready for future of marketing with AI. Dive into digital strategies, AI, & role of Generative AI Ø Master automated copywriting, AI-powered segmentation, & dynamic campaigns Ø Learn predictive analytics, AI-driven customer retention, & ethical considerations</p> <p><u>GenAI in Product Research & Development</u> Build up your skills in leveraging GenAI in:</p> <ul style="list-style-type: none"> Ø Product management Ø Mastering AI-driven research design, development Ø Strategic planning Ø Navigating ethical considerations for GenAI Ø Preparing for next-generation Gen AI tools & technologies <p><u>GenAI in Data Analytics</u> Ø Gain skills in getting data insights with Generative AI Ø This course covers both foundational & advanced analytics techniques Ø Learn essential skills, like data cleaning, transformation, & real-time integration, while also exploring ethical implications, quantum computing, & future of data generation</p> <p><u>Ethics of GenAI</u> Ø Navigate ethical landscape of Generative AI in business, focusing on data integrity, responsible AI deployment, compliance, social implications of AI-driven decisions</p>	<p><u>GenAI in Sales & Marketing</u></p> <ul style="list-style-type: none"> □ ChatGPT □ Midjourney etc. <p><u>GenAI in Product R & D</u></p> <ul style="list-style-type: none"> □ ChatGPT <p><u>GenAI in Data Analytics</u></p> <ul style="list-style-type: none"> □ ChatGPT □ Excel □ Jupyter 	Total 20 hrs LVCs
	Generative AI in Sales & Marketing, Product Research & Development, Data Analytics, Ethics, & Governance of Generative AI	9,882	8,400	<p><u>GenAI in Sales & Marketing</u></p> <ul style="list-style-type: none"> □ Get ready for future of marketing with AI. Dive into digital strategies, AI, & role of Generative AI. □ Master automated copywriting, segmentation, & dynamic campaigns □ Predictive analytics, AI-driven customer retention, ethical considerations <p><u>GenAI in Product Research & Development</u> Build up your skills in leveraging GenAI in: Product management, Mastering AI-driven research design, development, Strategic planning, Navigating ethical considerations for GenAI, & preparing for next-generation Gen AI technologies</p> <p><u>GenAI in Data Analytics</u></p> <ul style="list-style-type: none"> □ Gain skills in getting data insights with Generative AI □ This course covers both foundational & advanced analytics techniques □ Learn essential skills, like data cleaning, transformation, & real-time integration, while also exploring ethical implications, quantum computing, & future of data generation <p><u>Ethics of Generative AI</u> Navigate ethical landscape of Generative AI in business, focusing on data integrity, responsible AI deployment, compliance, social implications</p> <p><u>Governance of Generative AI</u></p> <ul style="list-style-type: none"> □ Comprehensive understanding of Generative AI governance, covering ethical frameworks, risk management, & governance structures □ Navigate regulatory challenges, set up effective committees, & integrate ethical practices into AI projects for future success 	<p><u>GenAI in Sales & Marketing</u></p> <ul style="list-style-type: none"> □ ChatGPT □ Midjourney etc. <p><u>GenAI in Product R & D</u></p> <ul style="list-style-type: none"> □ ChatGPT <p><u>GenAI in Data Analytics</u></p> <ul style="list-style-type: none"> □ ChatGPT □ Excel □ Jupyter 	Total 24 hrs LVCs
	GenAI for Business Transformation (Post-graduate program jointly offered by Simplilearn & Purdue University) (10% off) ⁽¹⁾	17,152	15,437	<p>Generative AI (“GenAI”) is revolutionizing business transformation in various domains & marketing, is reshaping how businesses operate & innovate.</p> <ul style="list-style-type: none"> □ A cutting-edge Post-graduate Program jointly collaborated between Simplilearn & Purdue with AI applications in broad scope: □ Explores profound impact of GenAI on business transformation & learn to harness potential effectively. □ Learn essentials of GenAI, prompt engineering, and ChatGPT □ Explore workflow automation, sales & marketing, software engineering, customer service operations, data analytics, and product R&D. □ Ethics of GenAI for responsible innovation and maximize business potential with cutting-edge AI technologies. □ You’ll learn from experienced instructors through live interactive sessions & work-ready training through tool demonstration sessions 	<ul style="list-style-type: none"> □ ChatGPT 3.5 □ Gemini □ Zapier □ Sora □ Amazon Code Whisperer □ MS Excel □ Stable Diffusion □ Julius.ai etc. 	Total 46 hrs LVCs

Data and AI	(Python) Programming Essentials	5,800	4,930	<ul style="list-style-type: none"> ▫ Develop skills in both procedural & object-oriented programming ▫ Understand benefits & features of Python as programming language ▫ Install Python & set up development environment ▫ Gain practical experience using Jupyter Notebook ▫ Apply Python identifiers, indentation, & comments appropriately ▫ Comprehend Python data types, operators, & string functions ▫ Master different types of loops in Python ▫ Explore concept of variable scope within functions 	Python	Total 16 hrs (4 hrs SPL videos; 12 hrs LVCs)
	AI Engineer Program	11,622	9,879	<ul style="list-style-type: none"> ▫ Comprehensive AI course ▫ Offered in collaboration with IBM ▫ Covers Generative AI, ChatGPT, Python for Data Science, Applied Data Science, Machine Learning, Deep Learning, & advanced topics such as Advanced Deep Learning, Computer Vision, Natural Language Processing, and Reinforcement Learning ▫ Practical applications & hands-on projects - Acquire expertise in AI techniques, data analysis, model building using Python, TensorFlow, Keras, & PyTorch ▫ Capstone project - Apply acquired skills to solve real-world challenges ▫ Electives - Provide specialized insights into complex areas like computer vision, NLP, and RL, enabling to excel in diverse AI domains. ▫ This program equips learners with robust AI skill set, for impactful roles in AI & ML landscape. 	<ul style="list-style-type: none"> ▫ ChatGPT 3.5 ▫ Gemini ▫ Zapier ▫ Sora ▫ Pandas ▫ Matplotlib ▫ Tensorflow ▫ Keras etc. 	Total 164 hrs (24 hrs SPL videos; 140 hrs LVCs)
	Businesss Analytics with Excel	4,976	4,230	<p>Although Excel is not new tool, Excel remains foundational for business analytics. Many emerging technologies integrate with Excel, allowing more advanced analytics, data modeling, and AI-driven tasks. This Course covers both fundamental skills while exposing them to new, advanced Excel features for digital workplace:</p> <ul style="list-style-type: none"> ▫ Meaning of business analytics & importance in business ▫ Fundamentals of Excel analytics functions & conditional formatting ▫ Analyze with complex datasets using pivot tables & slicers ▫ Solve stochastic & deterministic analytical problems, using tools like scenario manager, solver, & goal seek ▫ Apply statistical tools and concepts, like moving average, hypothesis testing, ANOVA, & regression to data sets using Excel ▫ Represent findings using charts & dashboards, with Business Project - E-commerce - Designing a Sales dashboard in Excel ▫ Perform Analytics using Macros 	Microsoft Excel	Total 27 hrs (3 hrs SPL videos; 24 hrs LVCs)
	Data Analytics with R	6,232	5,297	<p>R Programming is powerful Data Science & analytics language, which has steep learning curve & very vibrant community. Through this Course, learners will gain understanding in:</p> <ul style="list-style-type: none"> ▫ Foundational understanding of business analytics ▫ Install R, R-studio & workspace setup, & various R packages ▫ How statements are executed in R ▫ In-depth understanding of data structure used in R & import/export data ▫ Apply functions & DPLYR functions - Define, understand, & how to use ▫ Graphics in R for data visualization - Understand & how to use ▫ Basic understanding of statistics, such as hypothesis testing, regression models, classification techniques etc ▫ Association rules & Apriori algorithm ▫ Clustering methods, including K-Means, DBSCAN, & hierarchical clustering 	<ul style="list-style-type: none"> ▫ R ▫ R Studio ▫ RMySQL ▫ ggplot2 ▫ plotly ▫ mlr ▫ dbscan etc. 	Total 45.7 hrs (5.7 hrs SPL videos; 40 hrs LVCs)
	Applied Data Science with Python	5,842	4,966	<ul style="list-style-type: none"> ▫ Comprehensive course on data science essentials, including data preparation, model building, & evaluation ▫ Learn concepts like strings, Lambda functions, and lists ▫ Explore topics like NumPy, linear algebra, and statistical concepts, including measures of central tendency & dispersion, skewness, covariance, & correlation ▫ Also covers hypothesis testing, e.g. Z-test, T-test, ANOVA, & data manipulation using pandas ▫ Develop data visualization skills using popular libraries like Matplotlib, Seaborn, Plotly, & Bokeh 	<ul style="list-style-type: none"> ▫ Microsoft Excel ▫ Python ▫ Pandas ▫ Matplotlib ▫ Seaborn ▫ Plotly etc. 	Total 42 hrs (6 hrs SPL videos; 36hrs LVCs)

	Power BI	6,427	5,463	<p>Microsoft Power BI is suite of tools used to analyze data & extract business insights by building interactive dashboards. This Power BI course will enable you to solve business problems & improve operations, covering:</p> <ul style="list-style-type: none"> ▫ Learn to master development of dashboards from published reports ▫ Discover greater insight from data with Quick Insights ▫ Learn practical recipes for various tasks can be performed with Microsoft Power BI—from gathering data to analyzing it ▫ Handy recipes for troubleshooting various issues in Power BI 	PowerBI	Total 26 hrs (2 hrs SPL videos; 24 hrs LVCs)
	Tableau Training	5,257	4,469	<ul style="list-style-type: none"> ▫ Acquire skills to build visualizations, organize data, design charts & dashboards to empower more meaningful business decisions ▫ Obtain understanding of concepts of Data Visualization, combo charts, & stories ▫ Enhance skills in working with filters, parameters, and sets, & building interactive dashboards 	Tableau	Total 37 hrs (5 hrs SPL videos; 32 hrs LVCs)
	Data Analyst Program	8,572	7,286	<p>This Data Analyst Program will transform you into a data analytics expert:</p> <ul style="list-style-type: none"> ▫ A course in collaboration with IBM ▫ Learn the relatively latest analytics tools & techniques ▫ Enhance skills to work with SQL databases ▫ Gain knowledge in R & Python languages ▫ Enhance ability to create data visualizations ▫ Acquire skills to apply statistics & predictive analytics in business environment 	<ul style="list-style-type: none"> ▫ Tableau ▫ Power BI ▫ Microsoft Excel ▫ Python ▫ MySQL ▫ R ▫ NumPy ▫ Pandas ▫ Matplotlib ▫ Seaborn 	Total 187 hrs (19 hrs SPL videos; 168 hrs LVCs)
CyberSecurity	CISA (Certified Information Systems Auditor® - Including Learning Kit	15,764	13,399	<ul style="list-style-type: none"> ▫ This CISA (Certified Information Systems Auditor)® course is aligned with latest 2019 edition of the CISA® exam and aims at helping you ace the exam on first attempt ▫ Most jobs in cyber security either require or prefer candidates have a professional designation, like CISA® certification ▫ The CISA training course will enhance your understanding of Information Security audit processes & also help you understand how to protect information systems 		69 hrs (29 hrs SPL videos; 40 hrs LVCs)
	CISM (Certified Information Security Manager)® - Including Learning Kit	21,879	18,597	<ul style="list-style-type: none"> ▫ Certified Information Security Manager (CISM®) is key certification for information security professionals who manage, design, oversee, & assess enterprise information security ▫ This course prepares you for taking the CISM® international exam ▫ This CISM® course is closely aligned with ISACA's best practices & will help you learn about IT security systems, including risk analysis & good ways to mitigate security risks 		Total 45 hrs SPL videos
	CompTIA Security+ (Plus) Certification - SY0-701	15,124	12,856	<ul style="list-style-type: none"> ▫ Recognized globally, the CompTIA Security+ SY0-701 certification establishes the foundational knowledge needed for any cybersecurity role ▫ CompTIA Security+ SY0-701 certification serves as stepping stone toward intermediate & advanced cybersecurity positions ▫ The CompTIA Security+ 701 training course is designed to give you knowledge & skills necessary to crack the CompTIA Security+ SY0-701 exam on the first attempt 		Total 43 hrs (11 hrs SPL videos; 32 hrs LVCs)
Tech Essentials	Introduction to AI / Big Data / Cyber Security	6,864	5,834	<p><u>Introduction to AI</u></p> <ul style="list-style-type: none"> ▫ Overview of meaning, purpose, scope, stages, applications, workflow, effects, performance metrics of AI fundamental concepts of machine learning & deep learning ▫ Differences between supervised, unsupervised, & reinforcement learning, & how to implement steps effectively ▫ Use cases, & how clustering & classification algorithms help identify AI business applications 		Total 5.5 hrs (1.5 hrs SPL videos; 4 hrs LVCs)
				<p><u>Introduction to Data Analytics</u></p> <p>Give insights into how to apply data and analytics principles in business. This Course covers data analytics, data visualization, & data science methodologies, which can potentially help you make better business decisions and ROI</p>		Total 6 hrs (2 hrs SPL videos; 4 hrs LVCs)
				<p><u>Introduction to Cyber Security</u></p> <p>Get foundational look at today's cybersecurity landscape & provides you with tools to evaluate & manage security protocols in information processing systems.</p>		Total 6.9 hrs (2.9 hrs SPL videos; 4 hrs LVCs)

Project Management	PMP® Certification Training Course + PMP® Exam Practice Test *	7,012	5,960	<p>The PMP® certification stands as worldwide benchmark for project management experts. About this PMP® Course:</p> <ul style="list-style-type: none"> ▫ Learn about latest project management methodologies by following PMBOK® Guide - 7th Edition ▫ Aiming at helping learners to achieve success on 1st attempt for PMP exam ▫ This comprehensive course addresses contemporary trends, evolving methodologies, customization aspects, & fundamental proficiencies expected from project management experts ▫ Also emphasizes strategic & business insights ▫ Incorporates a segment highlighting project manager's role in both large & small organizations 		Total 45.5 hrs (9.5 hrs SPL videos; 36 hrs LVCs)
	PMP® Plus Expert Program *	9,352	7,949	<ul style="list-style-type: none"> ▫ This PMP® Plus Program will help learners develop key skills necessary for becoming project manager (such as PMP, Agile Scrum Master, Microsoft® Project 2021, with 60+ Professional Development Units (PDUs) to keep your Project Management Institute certification active ▫ Also helps learners further develop supplementary skills for a well-rounded project management acumen 		Total 124 hrs LVCs

Remarks

(1) 15% off for HKICPA Members / Student Members, except the Course "GenAI for Business Transformation (Post-graduate program jointly offered by Simplilearn & Purdue University)", 10% off for HKICPA Members / Students Members.

(2) Course fee includes fees of Exam Kit, but **EXCLUDES** Exam Voucher. Where Exam voucher is mandated to be bought together with the Course by the Exam Body, the learner has to pay **ADDITIONALLY** for the Exam Voucher.

(3) The Online Course entails 1 year access (except Free Trial Course which has 1 week access) to the Learning Management System (LMS). For LVCs, recordings of the lessons are, in general, also available, unless otherwise specified.

(4) The annual licence can be extended for another year, subject to: (1) **Additional** payment of HKD4,000, **AND** (2) At least 3 months notice prior by learner to online course expiry by emailing: Customer@the-pti.com. Learner has primary responsibility to notify PTI, which has no commitment to send reminder to learner.



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