Business Workflow Automation with GenAI and DeepSeek

以生成式 AI 及 DeepSeek 驅動的業務流程自動化

Course Code 課程編號	IT5200155
Programme Type 課程程度	Short Course 短期課程
Contact Hours 上課時數	18
Medium of Instruction 教學語言	Cantonese supplemented with English 主要為粵語，輔以英語
Class Location 上課地點	HKIIT 香港資訊科技學院

The Hong Kong Institute of Information Technology (HKIIT) and Lenovo PCCW Solutions (LPS) are jointly presenting "Business Workflow Automation with GenAI and DeepSeek" course.

This course equips business and IT practitioners with skills to streamline operations using DeepSeek and other GenAI tools. Learn to automate repetitive tasks like document drafting, data analysis, customer response generation or more complicated tasks, enhancing efficiency across industries such as finance, HR, and logistics. Through hands-on exercises, explore prompt engineering, RAG workflow design, and integration with business systems.

This course is ideal for business administrators, managers and IT practitioners, empowering you to transform business processes and boost productivity in a short period.

香港資訊科技學院 (HKIIT) 與 聯想電訊盈科企業方案 (LPS) 聯合推出《以生成式 AI DeepSeek 驅動的業務流程自動化》課程。

本課程旨在裝備商界與 IT 界人士運用 DeepSeek 及其他生成式人工智能 (GenAI) 工具優化營運流程所需技能。學員將學習如何自動化處理重複性任務（例如文件草擬、數據分析、生成客戶回應）乃至更複雜的工作，從而提升金融、人力資源、物流等多個行業的營運效率。透過實作練習，學員將探索提示工程 (Prompt Engineering) 、檢索增強生成 (Retrieval Augmented Generation, RAG) 、工作流程設計以及如何將這些工具與現有業務系統整合。

本課程特別適合企業管理人員、經理及資訊科技從業員。在短時間內助您掌握轉變業務流程並大幅提升生產力。

LPS a Lenovo company

Hong Kong Institute of Information Technology 香港資訊科技學院
Member of VTC Group VTC 機構成員

Programme Details 課程詳情

On completion of this programme, participants are expected to be able to:

1. understand and explain the fundamentals of generative AI and large language models (LLMs);
2. customize a generative AI model using appropriate tools and techniques;
3. evaluate and select suitable generative AI models for different business scenarios; and
4. develop simple applications using generative AI in selected areas.

完成本課程後，學員應能夠：

1. 理解並解釋生成式 AI 和大規模語言模型(LLM)的基礎知識；
2. 使用適當的工具和技術定制生成式 AI 模型；
3. 評估並選擇適合不同商業場景的生成式AI模型；
4. 在選定領域中使用生成式AI開發簡單應用程式

Open for Enrollment
課程現正招生

1. Foundations of Generative AI for Business Automation
- Brief history and evolution of Generative AI
- Overview of key LLMs (e.g., DeepSeek, GPT, LLaMA)
- Business Automation Basics: Why GenAI matters
- Common use cases (e.g., document generation, customer support, resume screening)
- Introduction to DeepSeek: Features and strengths

2. Mastering Prompt Engineering for DeepSeek
- Core concepts of prompt engineering
- Techniques: Zero-shot, few-shot, chain-of-thought
- Crafting prompts for DeepSeek: Best practices
- Hands-on: Automating a simple task (e.g., email drafting)

3. Customizing DeepSeek for Business Workflows
- Overview of customization techniques
- Retrieval-Augmented Generation (RAG) for local data
- Fine-tuning vs. Parameter-Efficient Fine-Tuning (PEFT) basics
- Practical DeepSeek customization: Embedding business-specific context
- Hands-on: Adding company data to DeepSeek

4. Building Business Automation Solutions with DeepSeek
- Case study: Real-world GenAI automation
- Step-by-step: Creating a DeepSeek-powered chatbot for FAQs
- Integrating DeepSeek with tools (e.g., email systems, Slack)
- Hands-on: Automate a mock business workflow (e.g., resume screening and scoring, customer enquires)