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MyCOID HRC Program No : **1742(SELANGOR)**
**10001518992**

# USING A.I. IN HR AND IN BUSINESS: TRANSFORMATIONAL STRATEGIES FOR THE FUTURE

Date : 22 & 23 April 2025 (2 Days)
Time : 9.00 am - 5.00 pm
Mode : Face-to-Face
Venue : Klang Valley
Price (RM) : RM 1,920.00 (Member) | RM 2,160.00 (Non-Member)
*Prices exclusive of 8% SST*

## INTRODUCTION

This programme is designed to equip HR professionals as well as other functional managers with the knowledge and tools to leverage advanced technologies in managing and optimising human capital as well as business functions. As AI and data analytics become increasingly integral to most business functions, this programme offers a deep dive into how these technologies can transform business processes as well as HR functions such as recruitment, performance management, employee engagement, and talent development. Through a blend of theoretical insights and practical applications, participants will gain a comprehensive understanding of the impact of AI and data analytics on HR and other business practices and learn how to implement these technologies effectively within their organisations.

## OBJECTIVES

- To understand the fundamental concepts of AI and data analytics and their relevance to HR and also to business in general.
- Familiarize participants with common Large Language Model AI tools (LLM AI) in the market.
- Explore practical use cases of LLMs like ChatGPT, Gemini, Co-Pilot, Claude & DeepSeek in improving efficiency and effectiveness in day-to-day work.
- Provide hands-on experience in correct Prompt Engineering techniques (LLMs are designed to be talked to in a specific structure and in a specific way in order to get the best results, and the technique of how to talk to them is called Prompt Engineering).
- To explore how data analytics can enhance decision-making and strategic planning in HR and other business functions.
- To identify best practices for implementing AI tools within HR and other business functions.
- To address ethical considerations and challenges associated with AI usage, including data privacy and bias.
- To stay informed on emerging trends and future developments in AI and data analytics in the HR and Business landscape and prepare participants to lead the transformation.

# 📎 COURSE CONTENT

**DAY 1**
9.00AM – 5.00PM

**Introduction to AI in HR & Its Practical Applications**

**Overview of AI in Business:**
- Understanding AI: Basics and Terminology
- The Evolution of AI in the Workplace
- Key Applications of AI in HR: Recruitment, Talent Management, Employee Engagement

**Introduction to Data Analytics**
- Understanding Data Analytics: Concepts and Tools.
- Types of Data Used in Business and in HR: Descriptive, Predictive, and Prescriptive Analytics.
- How Data Analytics is Transforming HR Practices.

**Introduction to common LLM AI Tools in the market**
- ChatGPT (by Open AI)
- Gemini (previously Bard) (by Google)
- Claude (by Anthropic)
- Co-Pilot (by Microsoft)
- Poe (by Quora)
- Perplexity (by Perplexity AI)
- DeepSeek (by DeepSeek Artificial Intelligence Co., Ltd.)

**Hands-on Training with LLMs (using ChatGPT as an example to illustrate how to prompt properly and effectively).**

**A. Getting started with Prompt Engineering (From Basic Prompts to Higher Level Prompts)**

1. PROMPT STRUCTURE
2. PROMPT MODIFIER
3. PROMPT QUESTIONAIRE
4. PROMPT JUSTIFIER
5. PROMPT SUCCESS CRITERIA
6. MULTI-MODAL PROMPTING

**B. Fine tune ChatGPT/LLMs to achieve the desired outcomes.**

**Harnessing ChatGPT/LLMs for day-to-day work**

**Applying the 6 levels of prompts to different work situations**
- Drafting and replying emails
- Generating ideas & contents
- Personalize reports and content without compromising quality
- Designing
- Marketing & promotions
- Researching
- Automating recruitment: Job posting, resume screening, and scheduling
- Other business functions that participants would like to apply AI to

End of programme

**DAY 2**
9.00AM – 5.00PM

**AI and Data Analytics in Recruitment**
- AI-Powered Recruitment Tools: How They Work
- Data-Driven Decision-Making in Hiring
- Case Studies: Successful Implementation of AI in Recruitment

**AI and Employee Engagement**
- Using AI to Enhance Employee Experience
- Data Analytics for Measuring Employee Engagement
- Implementing AI Tools for Continuous Feedback

**AI in Performance Management**
- Leveraging AI for Real-Time Performance Feedback
- Data Analytics in Performance Appraisal
- Ethical Considerations in AI-Driven Performance Management

**Predictive Analytics in Talent Management**
- Identifying High-Potential Employees with Predictive Analytics
- Workforce Planning and Succession Planning Using AI
- Case Studies: Predictive Analytics in HR

**Implementing AI and Data Analytics in Business**
- Steps to Successfully Implement AI and Data Analytics
- Overcoming Challenges: Data Privacy, Bias, and Integration
- Change Management and Employee Buy-In

**Future Trends in AI and Data Analytics in Business**
- The Future of Work: AI's Impact on Business as well as on HR Roles
- Preparing for the Future: Skills and Knowledge Required

**Q &A Session**

End of programme