THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

School of Professional Education and Executive Development
專業進修學院
SPEED

(5th Intake)
Generative AI Application for HR



Introduction

AI is rapidly redefining how HR delivers value. The new differentiator is not simply "using AI tools," but knowing how to integrate them strategically, securely, and effectively into daily HR workflows. This program provides HR professionals with the knowledge and practical skills to confidently apply AI technologies across key talent management areas. Through guided demonstrations and hands-on exercises, participants will explore real-world applications of leading AI platforms. By the end of the program, HR professionals will be able to design reliable AI-assisted workflows, reduce repetitive workloads, and unlock new levels of strategic impact in recruitment, learning, onboarding, and productivity enhancement.

Program Objectives

This program enables HR practitioners at all levels to:

- Develop foundational literacy in generative AI and large language models (LLMs), including how to evaluate models and interpret their limitations (e.g., hallucination and bias).
- Apply effective prompting techniques and frameworks to drive accurate, context-aware outputs for specific HR functions such as recruitment, HR operations, and employee experience.
- Experiment with diverse AI tools tailored for HR use cases and evaluate their relative strengths by live comparison.
- Build AI-powered productivity systems for daily HR tasks
- Understand the concept of Vibe Coding as an advanced workflow-building technique that transforms natural language into working automations.
- Apply practical governance, privacy, and ethical standards to ensure responsible adoption of AI within HR teams and business units.

Intended Learning Outcomes (ILO)

Upon completion, participants will be able to

1. Explain core principles of GenAI and LLMs, including their strengths, risks, and selection criteria.
2. Construct effective prompts using structured frameworks to generate consistent and compliant HR content or analyses.
3. Use AI-driven tools (e.g., Perplexity, Copilot, Nano Banana Pro, NotebookLM) to enhance candidate sourcing, onboarding content creation, and L&D processes.
4. Create simple automation flows (e.g., onboarding reminders, performance updates)
5. Implement data privacy and governance practices to ensure safe and transparent AI integration in HR processes.



DR. KEITH CHAU

Dr. Keith Chau Senior Consultant, School of Professional Education and Executive Development, The Hong Kong Polytechnic University, brings 20 years of expertise in talent management, corporate strategy, and performance. He advises CEOs across industries, conducts in-house training, and consults on staff engagement, design thinking, emotional marketing, and succession planning for private and public sectors in Hong Kong, Macau, and China.



MR. KEN HUANG

Ken is a seasoned HR leader with a non-traditional path into the field. With a Bachelor's degree in Mechanical Engineering and a Master's degree in Data Science, he began his career in startups and rotated across multiple functions, including product manager, digital marketer, before transitioning into HR. Over the past several years, he has worked with multiple industry-leading, high-growth companies, progressing from HRBP to HR Director, where he built and led teams and supported a globally distributed workforce. He believes HR delivers its greatest impact by breaking conventional thinking and staying relentlessly problem-focused. In the era of AI transformation, he actively explores how HR can engage more effectively with technology to unlock unprecedented value for organizations.

Association for Talent and Management Development 人才管理發展學會 | SUSTAINABLE DEVELOPMENT GOALS | caringcompany

PVCHK The Professional Validation Council of Hong Kong Industries 香港工業專業評審局

PVCBS

1

Basic AI concepts for HR

Module 1 : Core Concepts of GenAI & Large Language Models (LLMs)

- Basics ideas of large language models (LLMs)
- Understanding the non-deterministic nature of LLMs due to hallucinations
- Overview of major AI models ChatGPT/Gemini/Grok/Claude/DeepSeek
- AI models selection strategy

Prompting Engineering & AI Strategy for HR

Module 2 : Introduction to Prompt Engineering

- System prompt and user prompt
- Structured prompting frameworks
- Prompt engineering use cases for different HR modules
  - TA/HRBP/Operations/Engagement

Module 3: Adaptation of AI Strategy

- Blindspots of adapting AI strategy for HR
- 4 Questions to ask before adapting AI
- 4 types of tasks that AI brings the maximum values

2

AI Application in Recruitment & Onboarding

Module 4 :Leveraging AI in LinkedIn Candidate Sourcing

- Introduction to Perplexity
- Perform LinkedIn candidate search with Perplexity and Copilot
- Results comparison of Perplexity and Copilot
- Perform CV screening with Perplexity/Copilot/Grok and compare results

Module 5: Leveraging Nano Banana Pro/Copilot in Staff Onboarding

- Introduction to Nano Banana Pro
- Prepare onboarding materials with Nano Banana Pro and Copilot
- Results comparison of Nano Banana Pro and Copilot

AI Application in Learning & Development

Module 6 : Leveraging NotebookLM for learning & development

- Introduction to NotebookLM
- Use case demonstration with NotebookLM- OKR training
  - Materials summary
  - Conduct Deep Search
  - Slides generation
  - How to edit and export the output

Module 7 : Creating AI Character with MiniMax and Descript

- Introduction to MiniMax
- Set up an AI orientation ambassador for new joiners

3

AI Application in Productivity Enhancement

Module 8 : AI Presentation Deck Generation with Kimi AI/Gamma

- Introduction to Kimi AI & Gamma
- Use case demonstration with Kimi AI/Gamma - Yearly HR Achievement Review
- Results comparison of Kimi AI & Gamma

Module 9 : Automation with n8n

- Introduction to n8n
- Use case demonstration with n8n - Auto onboarding reminder
- Security concern of n8n

Unleashing HR Hidden Power with Vibe Coding

Module 10 : Introduction to Vibe Coding

- What is vibe coding
- Real HR use cases with Vibe coding
- Task Automation/Data Analysis/Website/App
- Power and limitation for HR using Vibe coding

4

AI Application in Productivity Enhancement

Module 11 : Security, Privacy & Governance for AI adaptation

- Major security concerns in using AI
- Non-negotiable safety rules to follow
- AI adaptation guidelines for company implementation

DATE 27/2 | 6/3 | 13/3 | 20/3/2027 (All Saturdays)

TIME 10:00-17:00

VENUE PolyU Hung Hom Bay Campus | PolyU Main Campus

MEDIUM OF INSTRUCTION

Cantonese supplemented with English

COURSE FEE ~~$7,900~~ ▸ **$6,900** Early Bird

TARGET AUDIENCE

HR professionals or practitioners from various industries interested in Gen-AI applications in HR.

CERTIFICATION

Students who have attended at least 80% of the course will be presented with a Certificate awarded by PolyU SPEED. Additionally, students can apply for membership with the Institute of Administrative Management through the Association for Talent and Management.

ENQUIRY

3746 0360 / 3746 0733

ce.car@speed-polyu.edu.hk / yuki.lai@cpce-polyu.edu.hk

3/F, North Tower, PolyU West Kowloon Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon

School of Professional Education and Executive Development is operated by College of Professional and Continuing Education Limited which is an affiliate of The Hong Kong Polytechnic University.

Apply Now