

ΑΝΑΛΥΤΙΚΗ ΠΡΟΔΙΑΓΡΑΦΗ ΠΡΟΓΡΑΜΜΑΤΟΣ ΚΑΤΑΡΤΙΣΗΣ

1. Τίτλος προγράμματος κατάρτισης:

Generative AI at the Office

2. Σύνδεση με Πρότυπα Επαγγελματικών Προσόντων:

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3. Διάρκεια κατάρτισης (ώρες): 12

4. Ανάγκη κατάρτισης:

Generative AI can automate repetitive tasks, streamline workflows, and enhance productivity across various business environments. Office professionals need focused training to leverage Generative AI tools effectively for tasks such as document creation, data analysis, visual content generation, and workflow optimisation.

5. Στόχοι:

By the end of this 12-hour programme, participants will be able to:

- Identify suitable tasks for AI automation in office settings.
- Understand generative AI's capabilities and limitations in business applications, irrespective of the tool (e.g., ChatGPT, Copilot, Gemini, Claude, etc.).
- Create polished documents, presentations, and emails.
- Analyse data and summarise insights using Generative AI with Excel.
- Generate visuals and creative assets.
- Apply ethical and privacy best practices when using AI tools.

6. Περιγραφή υποψηφίων για συμμετοχή:

- **Office and Knowledge Workers** for tasks like document creation, data analysis, presentations, and communication.
- **Managers and Team Leads** seeking to streamline workflows, automate routine tasks, and improve collaboration.
- **Marketing and Communications Staff** interested in creating engaging content, visuals, and campaigns using AI-driven tools.
- **Project Coordinators and Administrators** who manage schedules, meetings, and documentation and want to leverage AI for efficiency.
- **Anyone Curious About AI in Business** who wishes to understand ethical considerations, privacy, and future trends in generative AI.

7. Περιεχόμενο κατάρτισης:

Α/Α Ενότητας	ΑΝΑΛΥΣΗ ΠΕΡΙΕΧΟΜΕΝΟΥ ΕΝΟΤΗΤΩΝ	ΔΙΑΡΚΕΙΑ (ΩΡΕΣ)
Module 1	Introduction to Generative AI for Office Use <ul style="list-style-type: none"> • Overview of generative AI in business applications. • Identifying tasks that benefit from automation. • Introduction to popular generative AI tools. • Ethical, Privacy, and Other Considerations 	3
Module 2	Document Creation and Management <ul style="list-style-type: none"> • Automating professional documents, emails, and presentations. • Enhancing team collaboration with generative AI. • Generating meeting agendas, notes, and action items. • Hands-on: Drafting a summary report using generative AI, and preparing the presentation. 	3
Module 3	Visual Content Creation <ul style="list-style-type: none"> • Using AI to generate logos, infographics, and other visual assets. • Designing leaflets, brochures, and marketing materials. • Customizing and refining AI-generated visuals to align with branding guidelines. • Hands-on: Logo Design/Brochure Creation/Designing Infographics/Scenario-Based Marketing Material Creation. 	3
Module 4	Data Summarization and Insights <ul style="list-style-type: none"> • Summarizing datasets and extracting key insights. • Generating visualizations and charts with AI. • Hands-on: Summarizing a dataset using AI tools. 	3