

THE TRANSFORMATIVE POWER OF GENERATIVE AI: THE FUNDAMENTAL CONCEPT OF GENERATIVE AI (SESSION 1)

21 - 22 August 2025

9am - 4pm

NUS, School of Computing, COM3



Workshop Instructor:

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By the end of this 2-day Hands-on Technical Workshop, participants will be able to:

- Understand the Core Principles of Generative AI
- Recognize Real-World Applications of Generative AI
- Familiarize with Generative AI Tools and Platforms
- Analyze Gen-AI's Ethical, Legal, and Societal Implications
- Develop Critical Skills for Working with Generative AI
- Forecast Future Trends in Generative AI

Discover the workshop outline on the next page!

Pre-requisites

- Few years of working experience
- Background in computing will be helpful but not mandatory

Registration opens from 1 July 2025 to 18 July 2025.
For registration and any enquiries, please contact shiyun_phuan@nus.edu.sg.

🔍 **Workshop Outline:**



- Explain what **Generative AI** is, its **history**, and how it **differs from traditional AI** models
- Identify **key types of generative models** (e.g., GANs, VAEs, Diffusion Models, Transformer-based models like GPT)
- Explore **how generative models are transforming industries** such as marketing, healthcare, design, finance, and entertainment
- Evaluate **case studies** of successful generative AI implementations in business
- Get **hands-on exposure** to popular generative AI tools for text, image, audio, and video generation
- Experiment with **prompt engineering** and **model fine-tuning concepts**
- Discuss **challenges** around copyright, privacy, misinformation, and responsible AI use
- Understand **frameworks for ethical AI deployment** in business contexts
- Learn how to **frame business problems suitable for generative AI solutions**
- Draft **project ideas or strategies leveraging generative AI** in their own organizations
- Examine **emerging trends** like multimodal models, AI in creative industries, and AI regulation
- Anticipate how generative AI may **reshape job roles and business models**



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