



**MALTA STOCK EXCHANGE
INSTITUTE**

**TOWARDS
A BRIGHTER
FUTURE**



Generative Artificial Intelligence

Course No 167

Immerse yourself in the innovative world of Artificial Intelligence (AI) with this engaging 2-hour course, "AI: An Exploration into ChatGPT and Midjourney." This course aims to provide a robust understanding of the fundamental concepts of AI, with a special focus on Generative AI. Participants will gain valuable insights into the transformative power of Generative AI algorithms such as ChatGPT by OpenAI and Midjourney through the examination of the latest advancements and future trends. These ground-breaking technologies are shaping diverse professional fields, from Human Resources and Marketing to Education. The interactive session is designed to foster a deeper comprehension of how Generative AI can be tailored to address specific professional requirements of our participants. Attendees will depart with an enriched understanding of Generative AI, its real-world applications, its opportunities, risks, and challenges.

Sample Topics Covered:

The fundamental concepts of Artificial Intelligence and Generative AI

Insights into the latest advancements and future trends in the realm of Generative AI

Understanding new technologies such as ChatGPT and Midjourney

The applications and influence of Generative AI across diverse professional fields

AI and Human Resource management, Marketing, and Education

Develop the ability to engage in meaningful dialogue about AI, ask informed questions, and critically evaluate the impact of Generative AI on specific professional scenarios

The opportunities, risks, and challenges associated with Generative AI

How to prepare to effectively leverage the potential of AI in the real world

General Information

Time: 11:00 - 13:00hrs
Venue: Online
Level: Introductory

Schedule

Duration: 2 hours
Dates: 11 January
07 November

Target Audience

AI will most likely have broad effect on work practices so this course should be of interest to most managers, business leaders and owners, consultants, regulators and practitioners.

Registration fee: **€75 per participant**

- Full time student (50% discount)
- Senior citizen (50% discount)
- Group booking of 4 or more applicants from the same Organisation (10% discount)

Applications are to be made by clicking the **'apply now'** button and completing the online application process.

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Lecturer

Mr Alexander Pfeiffer



Alexander Pfeiffer is a senior researcher and conceptual developer. He is co-founder of the Austrian-based Picapipe GmbH (Winner: Austrian blockchain award in 2020) and the Malta-based B&P Emerging Tech Lab. In 2019 he has been awarded a Max Kade grant to work at the MIT (Boston) in the field of blockchain technologies in education. In summer 2021 he returned to Danube-University in Krems, in order to set up the new future technologies lab. Following his lifelong learning credo, Alexander is also PhD candidate at the University of Malta.

Cheques to be made payable to: Malta Stock Exchange Institute Ltd.

Payments by bank transfer

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This application is to be accompanied by payment or proof of payment by bank transfer.