

NLP in Business

自然语言处理的商业应用

Course Outline 课程大纲



Mans International

Connect.Share.Grow

What We Do 我们做什么

Mans International offers comprehensive Artificial Intelligence and Data Science training with real world practical projects and use cases. Mans International 提供最全面的人工智能和数据科学培训, 并结合实际项目和案例教学。

Professionals 专业人士

We equip you with hands on experience and job competency with job opportunities. 我们让您具备实际操作经验和职业技能, 并推荐工作机会。

Enterprises 企业

We are a one-stop centre to solve all your problems in hiring appropriate candidates, improve job competency for your current employees, and solve your project challenges in the AI and Data Science field. 我们是一站式中心, 可以解决您在聘用合适人选, 提高现有员工的工作能力, 解决您在 AI和数据科学领域的项目挑战。

Why NLP 为什么学自然语言处理

Natural Language Processing (NLP) is “ability of machines to understand and interpret human language the way it is written or spoken”. With the growing needs to fill the gap how the humans communicate(natural language) and what the computer understands(machine language), the total NLP software, hardware, and services market opportunity will reach \$22.3 billion by 2025.

自然语言处理(NLP)是“机器以书面或口语的方式理解和解释人类语言的能力”。随着填补人类如何沟通(自然语言)和计算机理解(机器语言)的差距的需求越来越多,到2025年,NLP软件,硬件和服务市场的总体机会将达到223亿美元。

Course Objective 课程目标

This 1-day program introduces Natural Language Processing (NLP) within the context of its business applications. It provides participants with real-world examples of how NLP is currently used in organizations and its challenges, and will guide participants to understand how NLP can be used to improve business strategy and achieve competitive advantage.

这个为期1天的课程介绍自然语言处理(NLP)的商业应用。让参与者了解NLP目前在真实商业环境中的应用案例和面临的各种挑战,并将指导参与者了解NLP如何用于改善业务战略并实现竞争优势。



Who Should Take This Course 学习对象

- Founders and business owners who want to understand NLP in business applications 想了解自然语言处理的商业应用的创始人或企业主
- CEOs, VPs, Directors, and Managers at all level 首席执行官, 副总, 总监, 和各级别的经理
- Project Managers who want to know NLP project management 希望了解自然语言处理项目管理的项目管理经理
- Data scientists, data specialists, and data analysts who want to better communicate with senior management team regarding NLP initiatives 想要更好地与高级管理团队就自然语言处理计划进行沟通的数据科学家, 数据专家和数据分析师
- Experienced professionals who would like to harness NLP in their fields to get more insights 想要在他们的领域利用自然语言处理来获得更多的见解的有经验的专业人士

Learning Outcome 学习成果

- Understand the key concepts in NLP and related business applications

了解自然语言处理的关键概念和相关的商业应用

- Decide if an application of NLP is appropriate in an organization.

判断自然语言处理的应用在组织中是否合适

- Understand how to evaluate the strategic, business, technical, and other aspects of a business application for NLP

掌握如何从战略, 商业, 技术和其他方面评估自然语言处理在商业中的应用

Course Outline 课程大纲

Module 1: Introduction to Natural Language Processing (NLP) concepts

自然语言处理介绍及其关键概念

Module 2: NLP current status and its challenges

自然语言处理的发展现状和挑战

Module 3: Business applications of NLP

自然语言处理的商业应用

Module 4: Use cases 应用案例解析

Module 5: Decide if an application of NLP is appropriate in an organization

判断自然语言处理的应用在组织中是否合适

Enterprise Programs 企业项目

- We offer customized internal NLP training programs based on your company's challenges and/or existing projects. 我们根据贵公司的挑战或现有项目为您量身定制自然语言处理培训课程。
- We offer talent acquisition orientation programs to help companies identify and train their ideal NLP candidates. 我们提供企业引才和入职培训帮助公司发现和培训自然语言处理专才。
- We offer NLP consulting services to help companies solve their current challenges and equip their project members with latest, most appropriate, and cost effective knowledge and solutions. 我们提供自然语言处理咨询服务帮助公司解决他们的现有难题，并培训项目团队成员，提供最前沿，最合适和最节约成本的解决方案。
- We can co-develop your required NLP solutions 我们可以和公司联合开发自然语言处理解决方案。
- We accept contracts and/or OEM opportunities 我们接受项目合同或者OEM的机会。

Teachers Team 师资力量

- NLP and Machine Learning Professors/PhDs from top North American universities 北美知名高校机器学习和自然语言处理科学教授和博士生团队
- IBM Research Scientist IBM 研究科学家
- Intel Research Scientist Intel 研究科学家
- Patent inventors 专利发明人
- NLP and Machine Learning Scientists from top tech companies i.e. Amazon, Google 来自顶尖科技公司例如亚马逊, 谷歌的自然语言处理和机器学习科学家
- Available teaching languages: English, Chinese, French, and Arabic 可选的教学语言: 英语, 中文, 法语和阿拉伯语