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# FMBA AI Workshops

## AI Workshop Journey: From User to Developer

- Nov 11, 14, 20
- Jan 16, 23, 30

Dr. Yuan Tian

# What to Expect in a Workshop

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## Not Traditional Lectures

- **Less** talking from me, **more** doing from you.
- Hands-on learning — **less theory, more practice.**
- **Learn by experimenting**, not just listening.

## Learning by Doing

- Use real AI tools to create outputs in every session.
- Practice, iterate, and learn from feedback.

## Collaborative & Interactive

- You are welcome to work in pairs or small groups.
- Share ideas, test prompts, and build together.

# This Workshop is **Not About...**

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This workshop is **NOT** about **deep technical knowledge**; therefore, we **will NOT cover** the following:

- Neural networks or how they work internally.
- How to build, train or fine-tune deep learning models.
- Building predictive models using deep learning models
- Retrieval-Augmented Generation or other advanced large language models principles.
- Deep learning models architectures, frameworks, or theory.

# Disclaimer

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*I have no conflict of interest in any the AI tools mentioned in this workshop.*

# AI Workshop Overview

## FMBA AI Workshop

*From using AI tools to creating your own dashboards and applications!*

### AI Tools Users (No Code)\*

*\*You are the consumers of AI Tools.*

Practical AI for Business Professionals

LLM & Prompt Engineering

Introduction to AI Agents

### AI tools Developer (Builder Mode)\*

*\*Best with prior programming experience in Python*

Vibe Coding

Prototyping with AI

Building AI-Powered Application



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# FMBA AI Workshop 1

## Practical AI for Business Professionals

Dr. Yuan Tian

# Overview

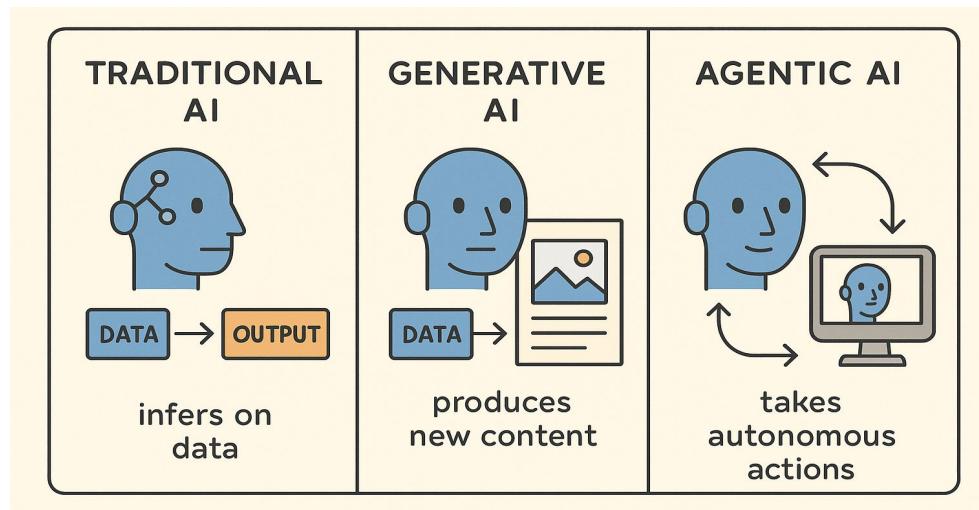
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- Introduction to Generative AI
- Applications and Tools of Generative AI
- Major Use Cases of Generative AI
- Gen AI's Early Years – AI Adoption 23-24

# Generative Artificial Intelligence (Gen AI)

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- Generative AI is a type of **artificial intelligence algorithms** that **creates new content**, such as text, images, audio, and video, based on **patterns it learned** from massive existing data through **training**.



# **Applications and Tools of Generative AI**

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## **Content Generation**

- Text Generation
- Image and Video Generation
- Audio Generation
- Code Generation

# AI Product Landscape

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Large tech companies are rapidly developing AI tools for text, image/video, audio, and code generation — **covering nearly every content creation use case.**

## Common Product Pattern:

- **Chat / Prompt-based tools** for business users (**no coding**).
- **Application Programming Interface (API) versions** for developers and enterprise integration (**coding is required**)

As of today (2025-11-4)

# Too Many AI Tools, Too Little Clarity

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The growing overlap among AI tools from OpenAI, Microsoft Copilot, and Google Gemini has created significant user confusion.

- Microsoft offers **multiple “Copilot” versions** (Copilot for 365, Copilot Chat, and Copilot integrated within Word, Excel, or Edge)
  - Microsoft 365 Copilot (former “Microsoft Office”)
- Google provides **several “Gemini” products** (Gemini for Workspace, Gemini AI Studio)
- OpenAI’s ChatGPT used to have many models for user to choose.

As of today (2025-11-4)

# Text Generation Tools

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- **ChatGPT (OpenAI)** – versatile conversational and content-drafting engine
- **Claude (Anthropic)** – strong for long-form, structured writing & summarisation
- **Microsoft Copilot (in Microsoft 365)** – integrated into Word/ Powerpoint.
- **Gemini Chat (Google)** - Chat-style text generation

# Text Generation: Microsoft Copilot

The screenshot shows the Microsoft 365 portal interface. The left sidebar has a blue header with 'My account' and several navigation items: 'Subscriptions' (selected), 'Security & privacy', 'App permissions', 'Apps & devices', and 'Tools & add-ins'. The main content area shows a 'Power BI (free)' plan. At the top, it says 'Microsoft 365 A3 for students use benefit'. Below is a list of included services:

- Common Data Service
- Information Protection for Office 365 - Standard
- Education Analytics
- Microsoft Kaizala Pro
- Microsoft Search
- Whiteboard (Plan 2)
- Microsoft Intune Plan 1 for Education
- Microsoft Defender for Cloud Apps Discovery
- To-Do (Plan 2)
- Windows 10/11 Enterprise
- Minecraft Education Edition
- Microsoft Intune Plan 1
- Microsoft Azure Multi-Factor Authentication
- Microsoft Entra ID P1
- Azure Active Directory Basic for Education
- Microsoft Stream for Office 365 E3
- School Data Sync (Plan 2)
- Azure Rights Management
- Microsoft Teams
- Sway
- Microsoft StaffHub
- Power Apps for Office 365
- Power Automate for Office 365
- Microsoft Forms (Plan 2)
- Microsoft Planner
- Yammer for Academic
- Skype for Business Online (Plan 2)
- Office for the Web for Education
- SharePoint (Plan 2) for Education
- Exchange Online (Plan 2)
- Office 365 Cloud App Security

- SKKU provides Microsoft 365 A3 for students use benefits.
- **Microsoft 365 Copilot Chat (the basic free one comes with Microsoft 365 subscription) is now built into apps like Word, Excel, PowerPoint.**
- Inside these apps the **Copilot feature is context-aware** — meaning it knows what document (spreadsheet, word, or ppt) you're working on.
- **It can NOT directly modify or make changes to your working documents.**

<https://portal.office.com/Account>

<https://www.microsoft.com/en-us/microsoft-365-copilot/pricing>

# Lab: Explore Microsoft 365 Copilot Chat

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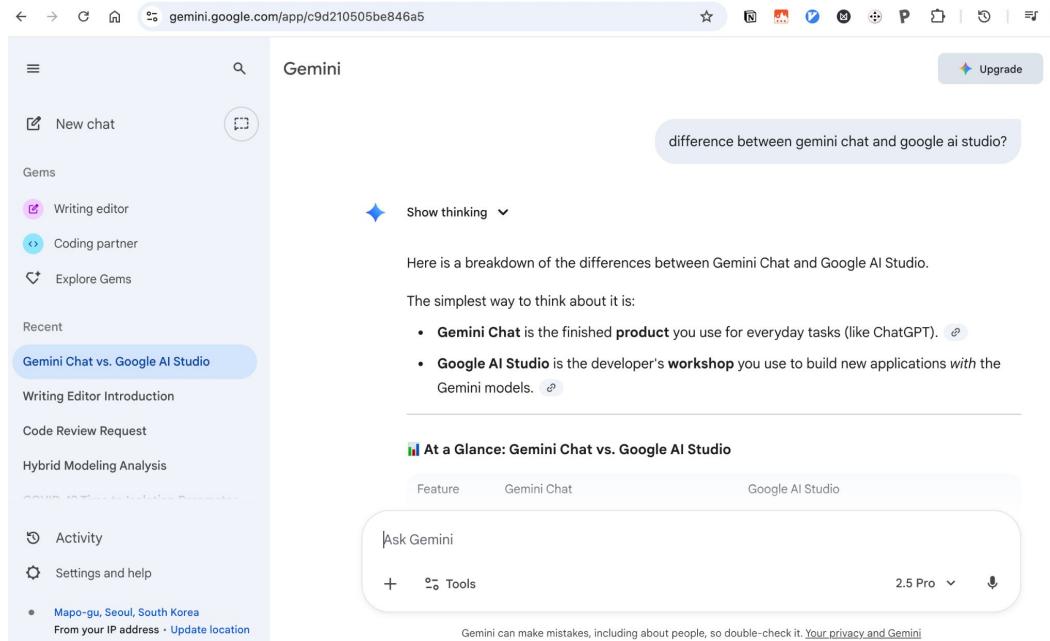
- In Word, Excel, Powerpoint
- In Edge (browser)

## Lab (20 minutes)

Summarize the **financial reports** of NVIDIA and generate word, excel, and powerpoint files.

# Text Generation Tools: Google Gemini

- **Gemini Chat (like ChatGPT):**  
<https://gemini.google.com/app?hl=en> GB



The screenshot shows the Gemini Chat interface. On the left is a sidebar with navigation links: New chat, Writing editor, Coding partner, Explore Gems, Recent (Gemini Chat vs. Google AI Studio), Writing Editor Introduction, Code Review Request, Hybrid Modeling Analysis, Activity, Settings and help, and Location (Mapo-gu, Seoul, South Korea). The main area has a search bar and a message input field. A message from Gemini Chat says: "difference between gemini chat and google ai studio?" Below it, a section titled "Show thinking" provides a breakdown of differences. It states: "Here is a breakdown of the differences between Gemini Chat and Google AI Studio. The simplest way to think about it is:" followed by two bullet points:

- **Gemini Chat** is the finished **product** you use for everyday tasks (like ChatGPT).
- **Google AI Studio** is the developer's **workshop** you use to build new applications with the Gemini models.

A section titled "At a Glance: Gemini Chat vs. Google AI Studio" compares the two tools across various features. At the bottom, there is a footer note: "Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)".

# Google Gemini for Developers and Business

## BUILD WITH GEMINI MODELS:

### [Google AI Studio](#)

**Experiment, prototype, and deploy.**  
Google AI Studio is the fast path for developers, students, and researchers who want to try Gemini models and get started building with the Gemini Developer API.

### [Vertex AI](#)

**Build AI agents and integrate generative AI into your applications.** Google Cloud offers Vertex AI, a single, fully-managed, unified development platform for using Gemini models and other third party models at scale.

## USE GEMINI IN YOUR BUSINESS:

### [Gemini Enterprise](#)

**Bring the best of Google AI to every employee.** Gemini Enterprise empowers teams to discover, create, share, and run AI agents all in one secure platform.

### [Google Workspace with Gemini](#)

Your AI-powered assistant built right into Gmail, Docs, Slides, Sheets, and more, to help boost your productivity and creativity.

**Note: Google AI Studio (for developers) has a free tier for individuals.** We will use it for later sessions in this workshop. Please make sure you got one Google account.

Reference: <https://cloud.google.com/ai/gemini?hl=en>

# Lab: Explore Google AI tools

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- **Explore Google Gemini Chat**
- **Explore Google AI Studio (has both API and temporal chat feature)**

Note: Google AI Studio has **a free tier** for individuals. We will use it for later sessions in this workshop. Please make sure you got one Google account.

Reference: <https://cloud.google.com/ai/gemini?hl=en>

# Image (and Video) Generation Tools

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- **Gemini 2.5 Flash Image (Nano Banana)** in [Gemini](#) AI Studio
- [Midjourney](#) – high-quality creative image generation via prompt
- **Adobe Firefly** – text-to-image, generative fill, integrated into Adobe Creative Cloud
- [Synthesia](#) – avatar-based video generation from script (business/training use)

# Image Generation

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- Gemini 2.5 Flash Image ([Nano Banana](#)) in Gemini App (or Google AI Studio)

**Be creative!**

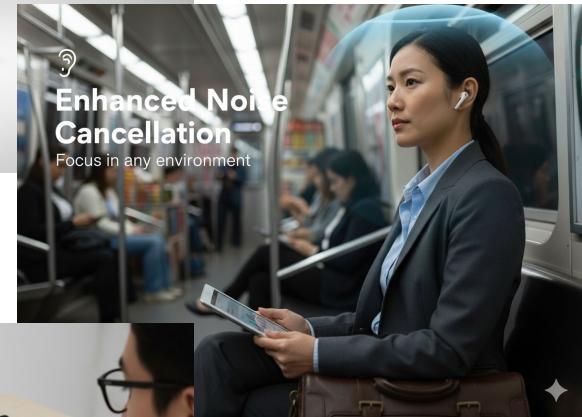
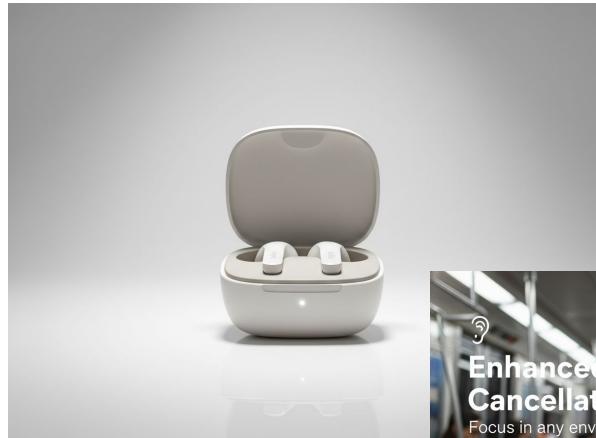
# Lab: Image Generation

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- You are given a white, no-label night cream bottle, design a brand identity and packaging visual for a minimalist night cream bottle.



# Lab: Image Generation



# Audio Generation

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- **ElevenLabs** – text-to-speech, voice cloning, multilingual voice-overs
- **OpenAI Audio API** - process audio by using sound as input, creating sound as output, or both.
- **Notebook LM by Google** - text to audio (podcast-style)

# Lab: Audio Generation – NotebookLM Demo

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- Audio by Notebook LM
- [https://finance.yahoo.com/news/mit-report-95-generative-ai-105412686.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce\\_referrer\\_sig=AQAAAJbiK4EW1pJAkm1daSR6Vlf9imQPFJJRqqA8p1IrwnUY45AQPEu5fFFZfmKpA5azZPGcWGN2Yhl8mW3JNaXLxfHTuH31W2nYXImxIZKOE3tBxi2VGw1kOQ79-LF\\_rj3-ObFEPV2a-4Wr6TOqjwLhungXhQt8GUd0fd3L6GAa](https://finance.yahoo.com/news/mit-report-95-generative-ai-105412686.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xILmNvbS8&guce_referrer_sig=AQAAAJbiK4EW1pJAkm1daSR6Vlf9imQPFJJRqqA8p1IrwnUY45AQPEu5fFFZfmKpA5azZPGcWGN2Yhl8mW3JNaXLxfHTuH31W2nYXImxIZKOE3tBxi2VGw1kOQ79-LF_rj3-ObFEPV2a-4Wr6TOqjwLhungXhQt8GUd0fd3L6GAa)

# Code Generation

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- **GitHub Copilot** – in-editor AI code completion and generation (works via your GitHub/Microsoft accounts)
- **Google Gemini Code Assist** – code-assist model from Google, available to individuals (and via Google Workspace)
- **OpenAI Codex (via API)** – more developer-centric code generation and automation capabilities

**Price note:** GitHub Pro is provided to **students for free** with access to many premium AI models for coding; Google Gemini has a **free tier** for individuals.

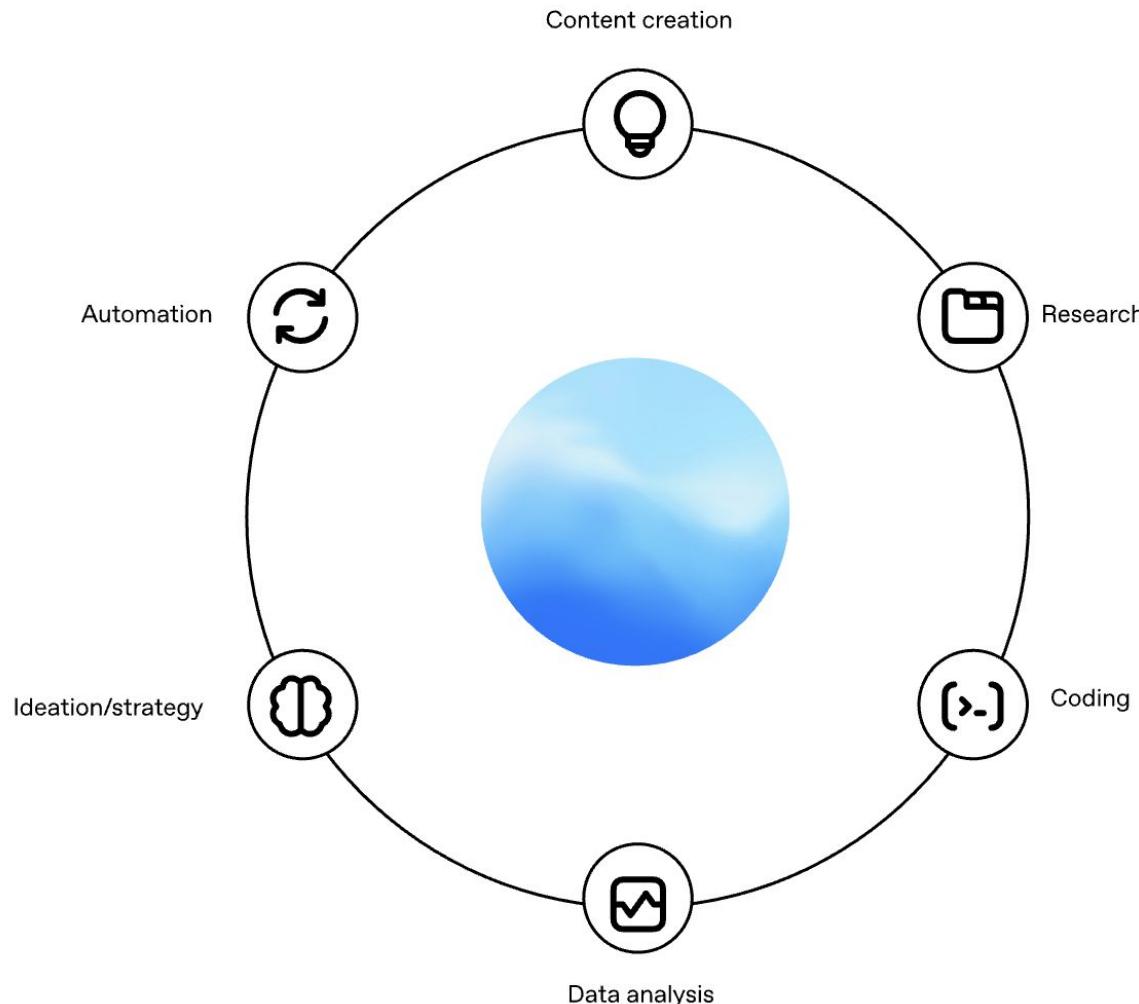
# Lab: Code Generation

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## Setup Github Copilot

<https://github.com/tianyuan09>

# Six Major AI Use Cases



# Real-world AI Use Case - Content Creation

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**Klarna**, the fintech company, used generative AI (tools like DALL·E, Midjourney, Adobe Firefly) to generate **marketing images**. They reported savings of about USD 6 million by **cutting traditional image production costs**.

- **Increased Efficiency and Creativity:** Generated over 1,000 images in the first three months of 2024 using genAI, reducing the image development cycle from 6 weeks to just 7 days. This acceleration includes checks for brand consistency, image quality, and legal compliance.
- **GenAI is also driving savings in writing marketing copy.** Klarna has built an AI-powered copywriting tool, Copy Assistant, which allows the company to use AI for 80% of all copywriting.
- <https://www.klarna.com/international/press/ai-helps-klarna-cut-marketing-agency-spend-by-25-and-run-more-campaigns/>
- <https://www.marketingdive.com/news/klarna-gen-ai-openai-cut-marketing-spend-efficiency/717332/>

# Real-world AI Use Case - Content Creation

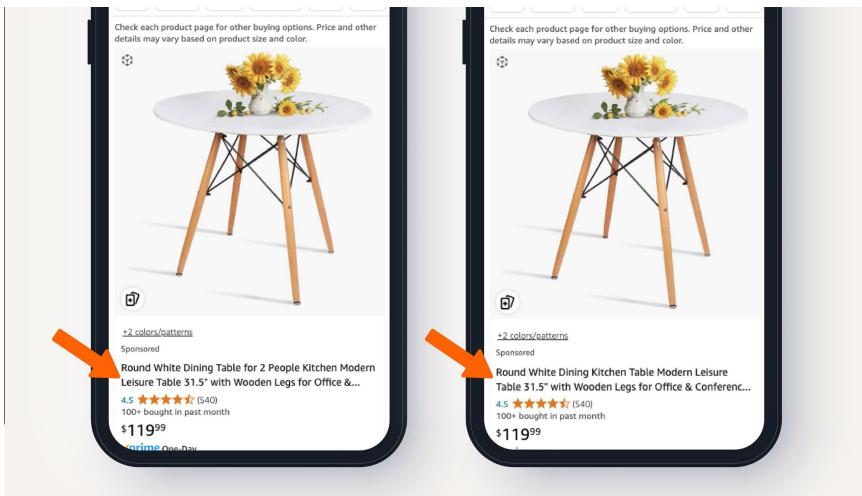
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European online fashion retailer **Zalando** is using generative artificial intelligence to **produce imagery faster for its app and website**.

- Using generative AI **cuts the time needed** to produce imagery to around three to four days from six to eight weeks, and **reduces costs by 90%**, Haase said, adding the AI-generated content drives greater engagement from customers.
- <https://www.reuters.com/business/media-telecom/zalando-uses-ai-speed-up-marketing-campaigns-cut-costs-2025-05-07/>

# Real-world AI Use Case - Content Creation

Amazon is using generative AI to improve product recommendations and product descriptions so they are more relevant for customers.



When you search "table for two"

- <https://www.aboutamazon.com/news/retail/amazon-generative-ai-product-search-results-and-descriptions>

# Beware of **Reporting Bias** in AI “Success Stories”

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## The Hidden Side

- Many AI projects fail quietly — they don't make it into case studies or press releases.
- **Reporting bias:** Only successful implementations are shared (similar to how positive research results get published more often).
- **Negative or neutral outcomes are underreported** — creating a false sense of universal success.

# Beware of **Reporting Bias** in AI “Success Stories”

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## Why the Bias Exists

- Companies may use “AI success” stories for **marketing**.
- Startups want to attract investors — showing positive ROI helps **raise funding**.
- Internal teams highlight wins to secure more budget or visibility.

## Think Critically

- Who is sharing this story, and **why**?
- Is this result **independently verified** or **self-reported**?
- What’s Hidden” (failed projects, unmet ROI, shelved pilots)?

# Lab: Generative AI's Early Years – AI Adoption 2023-24

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## Goal:

Explore how Generative AI (ChatGPT, DALL·E, etc.) transformed industries in 2023–24.

Students use AI tools to *research AI itself* — trends, uses, and impacts.

## Tasks:

- Use AI to gather insights on adoption of AI in:
  - **Marketing** – content, personalization
  - **Finance** – fraud, analytics

**Summarize your learning in a short report (1-2 page)**

<https://ai.wharton.upenn.edu/focus-areas/human-technology-interaction/2024-ai-adoption-report/>

# Hallucination of LLMs

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AI “hallucination” = when a model gives false or made-up information.

## Why it happens:

- Trained to predict words, not facts.
- Missing or biased data.
- No real-world verification.

## Examples:

- Fake citations or events.
- Incorrect facts stated confidently.

# Responsible Use of AI

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- **Data Privacy & Confidentiality** – Never share sensitive or personal data (e.g., customer, patient, or financial info).
- **Compliance Awareness** – Follow company policies and laws (GDPR, CCPA, HIPAA).
- **Appropriate Use** – Use AI for productivity, not to bypass rules, security, or ethics.
- **Accuracy & Verification** – Always fact-check AI outputs before using or sharing.
- **Security Practices** – Avoid entering confidential info into public AI tools.

# Responsible Use of AI: Samsung's AI Data Leak

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## What Happened

- Samsung engineers accidentally uploaded **sensitive source code and meeting notes into ChatGPT** (Mar 2023).
- The data became part of ChatGPT's input history, raising concerns over **confidentiality and data governance**.

## Company Response

- Samsung **banned** employee use of ChatGPT and other public AI tools, and introduced stricter AI usage policies and limits on data sharing.

Source:

<https://www.forbes.com/sites/siladityaray/2023/05/02/samsung-bans-chatgpt-and-other-chatbots-for-employees-after-sensitive-code-leak/>

# Responsible Use of AI

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AI make mistakes!