NUS
National University
of Singapore

COLLEGE OF DESIGN & ENGINEERING

Using Artificial Intelligence to Supercharge Your Business' Product Innovation and Marketing Activations

Artificial Intelligence (AI) provides a hyper-accelerated way to discover new product/service ideas and to prioritise what features to build and launch. However, a systematic and learnable technique is required in order to make AI tools productive and practical for your business. This course will equip you with the newest and quickest way to research the market and create a range of disruptive and tactical ideas - ahead of the competition. The methods taught here will make your teams sharp, creative, and hungry for innovation. You will finish the day productively with at least 20 new ways to innovate on your own products.

SPEAKER PROFILE

Mr Donn Koh
Donn Koh, a Senior Lecturer at NUS Division of Industrial Design. combines aesthetics, problem-solving, and mechanical skills to simplify complex problems into effective solutions that resonate with human emotions and behaviours. Donn has worked with top brands like BMW Designworks USA, Dell, Google, and Microsoft. His notable achievements include inventing the Microsoft Arc Touch Mouse's bend-and-snap mechanism, and leading the design of the Air+ Smart Mask and HTC Evo 4G.

COURSE FEE:

S$1199.00* - *full course fee*
S$359.70* - *70% SSG funding*
S$139.70* - *90% SSG funding*

*Inclusive of GST

DURATION:
8 hours

MODE OF DELIVERY:
Face-to-Face

REGISTRATION:
https://myapplications.nus.edu.sg/