

Course No. 1173

AI for Business Professionals Training Course

AI FUNDAMENTALS
ARTIFICIAL INTELLIGENCE & APPLICATIONS

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The AI for Business Professionals Training Course is a comprehensive professional development program designed to equip business professionals, executives, managers, specialists, and decision-makers with the knowledge and practical skills required to understand, evaluate, and leverage Artificial Intelligence (AI) to improve organizational performance. As AI rapidly transforms industries and business models, professionals across all functional areas must develop the ability to identify AI opportunities, collaborate with technical teams, and integrate AI-driven solutions into business operations without requiring advanced programming expertise.

Artificial Intelligence is becoming an essential driver of innovation, operational excellence, customer experience, and strategic decision-making across government entities, ministries, public sector organizations, banks and financial institutions, oil and gas companies, healthcare providers, manufacturing industries, and multinational corporations. Organizations increasingly rely on AI technologies to automate routine processes, analyze large volumes of data, enhance forecasting accuracy, optimize resource utilization, strengthen risk management, and improve service delivery. This course provides participants with a practical business-focused understanding of AI technologies and demonstrates how they can create measurable value across multiple business functions.

Throughout the program, participants will explore the fundamentals of Artificial Intelligence, Machine Learning, Generative AI, intelligent automation, predictive analytics, Natural Language Processing (NLP), Computer Vision, business intelligence, AI-powered productivity tools, and enterprise AI applications. The course also examines AI governance, ethical AI, cybersecurity considerations, data privacy, regulatory compliance, organizational readiness, and change management to ensure responsible and sustainable AI adoption. Practical business case studies and interactive workshops allow participants to apply AI concepts to real organizational challenges and identify opportunities for business transformation.

The AI for Business Professionals Training Course also demonstrates how Artificial Intelligence supports strategic planning, operational efficiency, innovation management, customer engagement, financial performance, business resilience, and digital transformation. By completing this course, participants will be prepared to evaluate AI solutions, support AI implementation initiatives, improve business processes, collaborate effectively with technology teams, and contribute to AI-enabled organizational success across government entities, ministries, public sector organizations, financial institutions, oil and gas organizations, multinational corporations, and large enterprises.

Objectives

- Analyze the business fundamentals of Artificial Intelligence and its strategic organizational impact.
- Develop a practical understanding of AI technologies and their applications across business functions.
- Evaluate business opportunities where Artificial Intelligence can improve efficiency, productivity, and customer value.
- Apply AI concepts to support operational improvement, innovation, and data-driven decision-making.
- Design business-oriented AI implementation concepts aligned with organizational objectives.
- Improve business performance through intelligent automation, analytics, and AI-powered productivity tools.
- Strengthen understanding of AI governance, ethics, cybersecurity, and responsible AI practices.
- Implement practical approaches for evaluating organizational readiness for AI adoption.
- Assess AI investment opportunities, business risks, and expected organizational benefits.
- Align AI initiatives with digital transformation strategies, innovation objectives, and long-term business growth.

Who Should Attend

This course is designed for executives, senior managers, department managers, business managers, project managers, operations managers, finance professionals, human resources managers, marketing professionals, customer experience managers, procurement professionals, business analysts, consultants, strategic planning specialists, innovation managers, digital transformation leaders, and professionals seeking to understand how Artificial Intelligence can improve business performance.

The program is equally valuable for professionals working in finance, banking, operations, sales, procurement, customer service, supply chain, compliance, internal audit, governance, quality management, enterprise risk management, information technology, and organizational development who are involved in business improvement and technology adoption initiatives.

Professionals working within government entities, ministries, public sector organizations, banks and

financial institutions, oil and gas organizations, healthcare providers, manufacturing companies, telecommunications organizations, logistics providers, educational institutions, consulting firms, and multinational corporations will benefit significantly from the practical business methodologies and internationally recognized AI best practices presented throughout the course.

Learning Outcomes

- By the end of this course, participants will be able to:
- Explain the business value and strategic importance of Artificial Intelligence.
- Identify AI opportunities across various business functions and organizational processes.
- Differentiate between key AI technologies and their practical business applications.
- Evaluate AI-powered solutions that improve operational efficiency and business performance.
- Apply AI concepts to support data-driven decision-making and business innovation.
- Understand AI governance, responsible AI principles, ethical considerations, and regulatory requirements.
- Assess organizational readiness, implementation challenges, and AI-related business risks.
- Collaborate effectively with technical teams responsible for AI implementation.
- Develop practical business cases for AI initiatives that align with organizational objectives.
- Support digital transformation and continuous business improvement through Artificial Intelligence technologies.

Course Outline

DAY 01

Artificial Intelligence for Business Fundamentals

- Introduction to Artificial Intelligence and business transformation
- Evolution of AI and emerging business trends
- Core AI concepts and business terminology
- Business value of Artificial Intelligence across industries

PRACTICAL

Practical workshop on identifying AI opportunities within business operations

DAY 02

AI Technologies and Business Applications

- Machine Learning fundamentals for business
- Generative AI and Large Language Models (LLMs)
- Natural Language Processing (NLP), Computer Vision, and intelligent automation
- AI productivity tools and enterprise business applications

PRACTICAL EXERCISE

Practical exercise on evaluating AI solutions for different business functions

DAY 03

Data, Governance, and Responsible AI

- Data fundamentals for successful AI implementation
- AI governance and organizational policies
- Ethical AI, privacy, cybersecurity, and regulatory compliance
- AI risk management and organizational readiness

WORKSHOP

Workshop on assessing AI maturity and governance requirements

DAY 04

Implementing AI in Business

- AI implementation methodology and project lifecycle
- Identifying high-value AI use cases
- Change management and workforce readiness
- Measuring business value and AI performance

PRACTICAL

Practical workshop on developing an AI business implementation plan

DAY 05

AI Strategy for Business Excellence

- Developing an enterprise AI strategy
- AI-driven innovation and competitive advantage
- Future trends in Artificial Intelligence for business
- Continuous improvement through AI-enabled transformation

FINAL WORKSHOP

Final workshop involving the development of a comprehensive AI adoption roadmap integrating business strategy, organizational readiness, governance, data management, responsible AI principles, business use cases, implementation planning, change management, performance measurement, innovation management, and continuous improvement to maximize operational excellence, business resilience, sustainable growth, and long-term organizational success.

Register or Request More Information

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