

Course No. 1178

Enterprise AI Foundations Training Course

AI FUNDAMENTALS
ARTIFICIAL INTELLIGENCE & APPLICATIONS

DURATION

5 Days

LOCATION

Marrakesh, Morocco

DELIVERY

Classroom

DATES

15 – 19 Feb 2027



Scheduled Event Details

CITY	Marrakesh, Morocco
DATE	15 – 19 Feb 2027
DELIVERY TYPE	Classroom
COURSE FEE	€4,700

Course Overview

The Enterprise AI Foundations Training Course is a comprehensive professional program designed to provide executives, managers, specialists, and business professionals with a solid understanding of Artificial Intelligence (AI) from an enterprise perspective. As organizations accelerate their digital transformation initiatives, AI has become a strategic capability that enables operational excellence, intelligent decision-making, process automation, innovation, and sustainable business growth. This course provides participants with the essential knowledge required to understand, evaluate, and support enterprise-wide AI initiatives without requiring technical or programming expertise.

Government entities, ministries, public sector organizations, banks and financial institutions, oil and gas companies, healthcare providers, manufacturing organizations, utilities, telecommunications companies, logistics providers, and multinational corporations are increasingly integrating AI into their strategic and operational functions. Enterprise AI is no longer limited to isolated technology projects; it now supports customer experience, predictive analytics, intelligent automation, cybersecurity, financial planning, asset management, supply chain optimization, risk management, compliance, and executive decision-making. Understanding the enterprise-wide implications of AI enables organizations to create greater business value while maintaining governance, security, and regulatory compliance.

Throughout this course, participants will explore the core principles of Enterprise AI, including Machine Learning, Generative AI, Large Language Models (LLMs), Natural Language Processing (NLP), Computer Vision, intelligent automation, predictive analytics, AI-powered business intelligence, enterprise data strategies, AI governance, ethical AI, cybersecurity, regulatory considerations, organizational readiness, implementation planning, and performance measurement. The program combines strategic concepts with practical business examples, enabling participants to understand how AI supports enterprise transformation across multiple functions and industries.

The Enterprise AI Foundations Training Course equips participants with the strategic awareness needed to contribute to successful AI adoption within their organizations. Through practical discussions, international case studies, collaborative workshops, and implementation frameworks, participants will develop the ability to identify AI opportunities, evaluate organizational readiness, support executive decision-making, and participate in enterprise AI initiatives that improve operational performance, strengthen competitiveness, encourage innovation, and deliver long-term organizational value.

Objectives

- Analyze the strategic role of Enterprise Artificial Intelligence in modern organizations.
- Develop a comprehensive understanding of enterprise AI concepts, technologies, and business applications.
- Evaluate organizational opportunities for enterprise-wide AI adoption.
- Apply structured frameworks for identifying high-value enterprise AI use cases.
- Design foundational AI adoption strategies aligned with business objectives.
- Improve organizational decision-making through AI-enabled analytics and intelligent systems.
- Strengthen understanding of AI governance, ethical AI, cybersecurity, and regulatory compliance.
- Implement practical approaches for assessing enterprise AI readiness.
- Assess enterprise AI performance using measurable business and operational indicators.
- Align Enterprise AI initiatives with digital transformation, operational excellence, innovation, and long-term organizational strategy.

Who Should Attend

This course is designed for executives, senior managers, department heads, digital transformation leaders, innovation managers, project managers, operations managers, IT managers, business analysts, enterprise architects, data managers, technology consultants, governance professionals, and decision-makers responsible for business transformation and organizational modernization.

The program is equally valuable for professionals working in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, manufacturing companies, healthcare providers, utility companies, telecommunications organizations, logistics providers, educational institutions, consulting firms, and multinational corporations implementing

enterprise AI strategies.

Professionals involved in enterprise architecture, business strategy, information technology, operational excellence, risk management, compliance, cybersecurity, quality management, internal audit, finance, human resources, procurement, customer experience, and business process improvement will benefit from the strategic frameworks and practical implementation approaches presented throughout the course.

Learning Outcomes

- By the end of this course, participants will be able to:
- Explain the principles and strategic value of Enterprise Artificial Intelligence.
- Identify enterprise-wide AI opportunities across multiple business functions.
- Evaluate organizational readiness for Enterprise AI adoption.
- Apply AI concepts to support business transformation and operational excellence.
- Develop foundational Enterprise AI strategies aligned with organizational objectives.
- Understand AI governance, ethical considerations, cybersecurity, and regulatory requirements.
- Assess AI implementation opportunities using structured business evaluation methods.
- Support executive decision-making through AI-enabled business intelligence.
- Collaborate effectively across business and technology teams during Enterprise AI initiatives.
- Contribute to sustainable AI adoption that delivers measurable organizational value.

Course Outline

DAY 01

Foundations of Enterprise Artificial Intelligence

- Introduction to Enterprise AI
- Evolution of Artificial Intelligence in modern organizations
- Core AI technologies and enterprise capabilities
- Business value of Enterprise AI

DAY 01 — CONTINUED

PRACTICAL

Practical workshop on identifying enterprise AI opportunities

DAY 02

Enterprise AI Applications and Business Value

- Enterprise AI across business functions
- AI applications in government, banking, oil and gas, healthcare, manufacturing, and logistics
- Intelligent automation and business process optimization
- AI-driven decision support and business intelligence

PRACTICAL EXERCISE ON EVALUATING ENTERPRISE AI USE CASES**DAY 03**

Enterprise AI Governance and Organizational Readiness

- AI governance frameworks
- Data governance and enterprise data strategy
- Responsible AI, ethics, and regulatory compliance
- Organizational readiness and AI maturity assessment

WORKSHOP ON DEVELOPING AN ENTERPRISE AI GOVERNANCE FRAMEWORK**DAY 04**

Enterprise AI Implementation Strategy

- Enterprise AI implementation planning
- Technology selection and infrastructure considerations
- Change management and workforce readiness
- Measuring AI performance and business outcomes

DAY 04 — CONTINUED

PRACTICAL

Practical workshop on creating an Enterprise AI implementation roadmap

DAY 05

Building an AI-Driven Enterprise

- Future trends in Enterprise Artificial Intelligence
- Scaling AI across the organization
- Continuous improvement and AI innovation
- International best practices for Enterprise AI success

FINAL WORKSHOP

Final workshop involving the development of a comprehensive Enterprise AI strategy integrating governance, organizational readiness, data management, technology planning, implementation priorities, performance measurement, responsible AI principles, risk management, innovation, digital transformation, and continuous improvement to support operational excellence, sustainable growth, organizational resilience, and long-term business success.

Register or Request More Information

Course page: <https://quest-training.com/courses/enterprise-ai-foundations-training-course>

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