

Course No. 1170

Introduction to Artificial Intelligence 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 Introduction to Artificial Intelligence Training Course is a comprehensive professional development program designed to provide executives, managers, professionals, specialists, and decision-makers with a practical understanding of Artificial Intelligence (AI), its core concepts, technologies, business applications, and organizational impact. As Artificial Intelligence continues to reshape industries worldwide, organizations increasingly require professionals who understand how AI works, where it creates value, and how it can be implemented responsibly to support innovation, operational excellence, and sustainable growth.

Artificial Intelligence is transforming the way governments, ministries, financial institutions, oil and gas companies, healthcare providers, manufacturers, utility companies, and multinational corporations operate. From intelligent automation and predictive analytics to customer service, fraud detection, cybersecurity, asset management, and strategic planning, AI enables organizations to improve productivity, enhance decision-making, optimize resources, and deliver greater value to stakeholders. This course introduces participants to the essential principles of AI while emphasizing practical business applications rather than advanced programming or software development.

Throughout the program, participants will explore the evolution of Artificial Intelligence, Machine Learning, Deep Learning, Generative AI, Natural Language Processing (NLP), Computer Vision, intelligent automation, robotics, predictive analytics, and AI-enabled decision support. The course also examines AI governance, ethics, responsible AI adoption, data quality, cybersecurity considerations, regulatory compliance, and organizational readiness for AI implementation. Participants will analyze real-world case studies from multiple industries to understand how AI is driving digital transformation and organizational innovation.

The Introduction to Artificial Intelligence Training Course also demonstrates how Artificial Intelligence supports strategic planning, business process optimization, operational efficiency,

enterprise risk management, customer experience enhancement, innovation management, and digital transformation initiatives. By completing this course, participants will gain the confidence to identify AI opportunities, collaborate with technical teams, evaluate AI solutions, and contribute to successful AI adoption across government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, multinational corporations, and large enterprises.

Objectives

- Analyze the fundamental concepts, terminology, and evolution of Artificial Intelligence.
- Develop a comprehensive understanding of AI technologies and their organizational applications.
- Evaluate opportunities for using Artificial Intelligence to improve operational efficiency and business performance.
- Apply structured approaches to identify suitable AI use cases across various business functions.
- Design preliminary AI adoption strategies aligned with organizational objectives and digital transformation initiatives.
- Improve decision-making through AI-enabled analytics and intelligent business insights.
- Strengthen awareness of AI governance, ethical principles, regulatory compliance, and responsible AI practices.
- Implement practical approaches for assessing organizational readiness for Artificial Intelligence adoption.
- Assess AI-related opportunities, challenges, and implementation risks within different industries.
- Align Artificial Intelligence initiatives with innovation strategies, operational excellence, business sustainability, and long-term organizational goals.

Who Should Attend

This course is designed for executives, senior managers, department managers, project managers, digital transformation leaders, innovation managers, IT managers, business analysts, data professionals, engineers, consultants, operations managers, finance professionals, HR managers, and professionals seeking a practical understanding of Artificial Intelligence and its strategic business applications.

The program is equally valuable for strategic planning specialists, quality managers, risk management professionals, compliance officers, internal auditors, customer experience managers,

cybersecurity professionals, organizational development specialists, technology leaders, and decision-makers responsible for driving innovation, operational improvement, and digital transformation initiatives.

Professionals working within government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, healthcare providers, manufacturing companies, utility organizations, logistics providers, educational institutions, telecommunications companies, infrastructure organizations, and multinational corporations will benefit significantly from the practical methodologies, real-world examples, 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 core principles, terminology, and business value of Artificial Intelligence.
- Distinguish between Artificial Intelligence, Machine Learning, Deep Learning, and Generative AI.
- Identify practical AI applications across different industries and business functions.
- Evaluate organizational opportunities for implementing AI-driven solutions.
- Understand the importance of data quality and governance in Artificial Intelligence initiatives.
- Apply responsible AI principles, ethical considerations, and governance frameworks.
- Assess organizational readiness, risks, and challenges associated with AI implementation.
- Collaborate effectively with technical teams involved in Artificial Intelligence projects.
- Develop a high-level roadmap for introducing Artificial Intelligence within their organization.
- Support digital transformation, innovation, operational excellence, and strategic decision-making through AI-enabled technologies.

Course Outline

DAY 01

Foundations of Artificial Intelligence

- Evolution and history of Artificial Intelligence
- Core AI concepts and terminology

DAY 01 — CONTINUED

- Types of Artificial Intelligence
- AI ecosystem and emerging technologies

PRACTICAL

Practical workshop on identifying AI opportunities within organizations

DAY 02

Core Artificial Intelligence Technologies

- Introduction to Machine Learning
- Deep Learning fundamentals
- Generative AI and Large Language Models (LLMs)
- Natural Language Processing (NLP), Computer Vision, and intelligent automation

PRACTICAL EXERCISE

Practical exercise on evaluating AI use cases across business functions

DAY 03

Artificial Intelligence in Business

- AI applications across industries
- Predictive analytics and intelligent decision support
- AI-driven business process automation
- Data management, AI governance, ethics, and regulatory considerations

WORKSHOP ON ASSESSING ORGANIZATIONAL AI READINESS

DAY 04

AI Implementation and Organizational Transformation

- AI project lifecycle and implementation methodology
- Selecting high-value AI initiatives
- Change management for AI adoption
- Measuring business value and AI performance

PRACTICAL

Practical workshop on designing an AI implementation initiative

DAY 05

Artificial Intelligence Strategy and Future Readiness

- Enterprise AI strategy and innovation leadership
- Building an AI-ready organizational culture
- Responsible AI, governance, and risk management
- Future trends and emerging developments in Artificial Intelligence

FINAL WORKSHOP

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

Register or Request More Information

Course page: <https://quest-training.com/courses/introduction-to-artificial-intelligence-training-course>

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