Artificial Intelligence (AI) Essentials for Business Training Course

Professional Development Training Course Outline

Category	Artificial Intelligence And Block Chain	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Artificial intelligence (AI) is no longer a futuristic concept but a present-day imperative for business success. This course is a comprehensive and practical guide designed to demystify AI and empower professionals with the knowledge and skills to leverage its transformative power. We will explore the core concepts of AI, machine learning, and generative AI, focusing on real-world business applications and strategic implementation.

Artificial Intelligence (AI) Essentials for Business Training Course focuses on **strategic AI integration**, **operational efficiency**, and **data-driven decision-making**. Participants will learn to identify and execute high-impact AI initiatives, understand the ethical implications, and develop a competitive edge in an AI-driven economy. This program is essential for professionals seeking to lead their organizations' digital transformation and stay ahead of the curve.

Programme Curriculum

Artificial Intelligence (AI) Essentials for Business Training Course

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Course Duration

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Course Objectives

Upon completion of this course, participants will be able to:

1. Differentiate between AI, machine learning, and deep learning.
2. Understand the business value of AI and its impact on various industries.
3. Identify high-impact AI use cases for their specific business functions.
4. Master the principles of prompt engineering for generative AI tools.
5. Evaluate and select appropriate AI tools and platforms for business needs.
6. Analyze data to inform AI-driven business strategies.
7. Implement AI automation to enhance operational efficiency and productivity.
8. Develop a framework for an AI-powered organizational strategy.
9. Mitigate ethical risks and manage AI governance effectively.
10. Lead an AI-powered digital transformation initiative.
11. Enhance customer experience through AI personalization.
12. Leverage predictive analytics for strategic forecasting.
13. Communicate effectively with technical and non-technical stakeholders about AI projects.

Organizational Benefits

- Automate repetitive tasks, streamline workflows, and free up employees for higher-value, strategic work.
- Enable data-driven insights and predictive analytics for smarter, faster business decisions.
- Stay ahead of competitors by adopting innovative AI technologies and strategies.
- Optimize processes, minimize human error, and identify new opportunities for operational savings.
- Foster a culture of innovation and uncover new business models and revenue streams.
- Ensure responsible AI implementation by addressing ethical, security, and compliance issues.
- Upskill the workforce to meet the demands of the future workplace and improve employee retention.

Target Audience

- Mid-to-Senior Level Managers
- Business Leaders and Executives
- Marketing and Sales Professionals
- Product and Project Managers
- Human Resources Professionals
- Operations and Supply Chain Managers
- Financial and Accounting Professionals
- Analysts and Consultants

Course Outline

Module 1: The AI Business Imperative

- What is AI? Demystifying core concepts, including machine learning, deep learning, and generative AI.

- The Business Value of AI
- AI in the Modern Workplace
- Developing an AI Mindset
- **Case Study:** The evolution of Netflix's recommendation engine, demonstrating AI's power to personalize customer experience and drive business growth.

Module 2: Generative AI and Prompt Engineering

- Introduction to Generative AI
- The Art of Prompt Engineering.
- Creative & Productivity Applications.
- AI for Data Analysis.
- **Case Study:** A marketing team uses an LLM to generate targeted ad copy and analyze customer feedback, leading to a significant increase in conversion rates.

Module 3: Strategic AI Integration & Automation

- Identifying AI Opportunities
- AI-Powered Automation
- AI and Business Process Re-engineering.
- Building an AI Roadmap.
- **Case Study:** An e-commerce company uses AI to automate inventory management and predict supply chain disruptions, resulting in a 20% reduction in logistics costs.

Module 4: Data-Driven Decision-Making

- Foundations of Data Analytics
- Predictive Analytics for Business
- Business Intelligence (BI) with AI
- AI for Market & Customer Insights
- **Case Study:** A retail chain uses predictive analytics to optimize product placement and staffing levels based on historical sales data and real-time customer traffic.

Module 5: Ethical AI & Governance

- Ethical Considerations in AI
- AI Governance and Compliance
- Data Privacy and Security: Protecting sensitive data when using AI tools.
- Building a Trustworthy AI Culture.
- **Case Study:** A financial institution develops an AI-powered credit scoring model, but must implement strict governance to ensure fairness and prevent bias against certain demographics.

Module 6: Leading an AI-Powered Organization

- Leadership in the Age of AI
- Managing AI Projects.
- AI and Organizational Change Management.
- Upskilling the Workforce
- **Case Study:** A company's CEO champions a new AI project, setting a clear vision, securing resources, and communicating its value to all stakeholders to ensure successful adoption.

Module 7: AI in Specific Business Functions

- AI for Marketing & Sales
- AI for Human Resources
- AI for Finance & Operations
- AI for Customer Service
- **Case Study:** A customer service department deploys an AI chatbot to handle 70% of routine inquiries, allowing human agents to focus on complex, high-value customer issues.

Module 8: The Future of AI in Business

- The Next Wave of AI
- Building an AI-First Company
- Future-Proofing Your Career.
- Networking and Resources.
- **Case Study:** A strategic planning session where participants brainstorm and present their own AI-driven business ideas for the next 5-10 years.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com