



Digital Transformation and Innovation

## Artificial Intelligence for Leaders

# Course Introduction

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Society and organizations are creating petabytes of data, and with Artificial Intelligence (AI) we can put that data to work in order to improve well-being, increase revenue and reduce costs. With modern technology we can use internal and external, structured and unstructured data and apply Artificial Intelligence to bring new possibilities to make predictions, improve decision making, improve company performance and augment human capabilities. However, this new field of science comes with new terminologies and technologies. But it is not just about data and technology. To really create business value with AI you need to scale up from isolated Proof of Concepts to a coherent approach and prepare the organization for effective use of AI. That needs a vision to define the best opportunities for AI to support the business, it needs a framework to understand which capabilities in the organization have to improve, and an implementation strategy to know what to do where and when.

## **The business AI leader**

This course provides participants with the AI literacy to be the business AI leader in their organizations, to understand AI concepts and use cases, to converse on a qualified level with the data specialists, to create an AI strategy and develop an AI ready organization, to know how to set up and run an AI project and to assess the make or buy decision of tooling.

# Target Audience

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- Business and technology leaders
- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants
- Marketing Development Manager

# Learning Objectives

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- Gain a comprehensive understanding of the concept of AI and its importance.
- Learn about the concept of data, data visualization and data security
- Identify the approaches to Machine Learning and Deep Learning
- Recognize some of the AI technology implementations and the possibility of implementing it in the respective organization
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# Course Outline

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- **Day 01**

## **WHY TALK AI NOW?**

- History of AI
- Big Data
- Processing Power
- Potential of AI

## **IMPORTANCE OF DATA**

- Generating Insights from Data
- Data Science as a Profession
- Data Visualization
- Data Security
- Telecommunications Data

- **Day 02**

## **AI FUNDAMENTALS**

- What is AI?

- How AI works?
- AI concepts
- Approaches to Machine Learning and Deep Learning

• **Day 03**

**AI TECHNOLOGY IMPLEMENTATIONS**

- Search Engines
- Natural Language Processing
- Computer Vision
- Robotics

• **Day 04**

**THE IMPACT OF AI**

- Benefits of AI
- The race is on
- Challenges of AI
- Business use cases for AI

• **Day 05**

**AI TRANSFORMATION**

- Pilot projects
- AI team
- Broad AI training
- AI Strategy
- Communications

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4950.00 \$	England - London
June 23, 2025	June 27, 2025	5 days	4950.00 \$	Italy - Rome

FROM	TO	DURATION	FEES	LOCATION
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Abu Dhabi