



Digital Transformation and Innovation

Artificial Intelligence for managers

Course Introduction

In today's rapidly evolving digital landscape, Artificial Intelligence (AI) is transforming industries, optimizing operations, and enhancing decision-making. For managers, understanding AI is no longer optional but essential for driving business success. This five-day course is designed to equip managers with a solid understanding of AI fundamentals, its strategic impact, and practical implementation techniques. Through interactive discussions, real-world case studies, and hands-on exercises, participants will gain the confidence to lead AI-driven initiatives and integrate AI into their business strategies effectively.

Target Audience

- Mid to senior-level managers seeking to integrate AI into their decision-making processes.
- Business leaders aiming to drive AI-powered innovation.
- Project managers overseeing AI-related initiatives.
- IT managers and professionals looking to bridge the gap between technology and business strategy.
- Government officials and policymakers involved in digital transformation initiatives.
- Professionals interested in understanding AI's business impact without needing a technical background.

Learning Objectives

- Understand the fundamental concepts and applications of AI in business.
- Recognize AI's role in enhancing business models and strategic decision-making.
- Leverage AI technologies for operational efficiency and innovation.
- Develop leadership and management skills for AI-driven projects.
- Navigate the ethical, legal, and governance aspects of AI.

- Identify challenges in AI implementation and devise effective strategies to overcome them.
- Design and implement a data-driven AI strategy tailored to their organization's needs.
- Stay updated on emerging AI trends and future business implications.

Course Outline

• Day 01

Introduction to AI and Its Business Impact

- Understanding AI: Concepts, Terminology, and Key Technologies
- AI and Industry 4.0: Revolutionizing Business Operations
- AI-Driven Business Models and Competitive Advantage
- Case Studies: How AI is Transforming Different Industries

• Day 02

AI Technologies and Applications for Managers

- Overview of AI Technologies: Machine Learning, NLP, Robotics, and More
- Enhancing Products and Services Through AI
- Practical Applications of AI in Business Functions (Marketing, HR, Finance, Supply Chain)
- AI in Decision-Making: Data-Driven Strategies for Business Growth

• Day 03

AI Leadership and Implementation Strategies

- Managing AI Projects: Best Practices and Key Challenges
- Leadership in the Age of AI: Adapting to the Changing Business Landscape
- Building and Managing AI Teams: Essential Skills for Managers
- Overcoming Resistance to AI Adoption in Organizations

• Day 04

Ethical, Legal, and Governance Considerations in AI

- Ethical Considerations and Bias in AI
- Legal and Regulatory Frameworks for AI Implementation
- AI Governance: Frameworks and Best Practices

- Managing AI Risks: Financial, Operational, and Reputational Risks
- **Day 05**

Developing an AI Strategy for Business Success

- Creating a Data-Driven AI Strategy: From Planning to Execution
- Measuring AI ROI: Key Metrics and Performance Indicators
- Future Trends in AI: Opportunities and Challenges for Businesses
- Interactive Workshop: Crafting an AI Roadmap for Your Organization

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	5950.00 \$	switzerland - Geneva
April 28, 2025	May 2, 2025	5 days	4950.00 \$	England - London
June 22, 2025	June 26, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 1, 2025	Sept. 5, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 3, 2025	Nov. 7, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
June 30, 2025	July 4, 2025	5 days	4950.00 \$	England - London