PR & Media · PR433

Artificial Intelligence Applications in the Workplace

Duration	Category	Ref
1 Week	**PR & Media**	**PR433**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

In the era of digital transformation, Artificial Intelligence (AI) has become one of the most powerful tools for supporting decision-making, increasing productivity, and improving work quality. This practical training course is designed to provide participants with a hands-on understanding of the most widely used AI tools and techniques in office work, data analysis, management, and communication.

Course Objectives

By the end of this practical workshop, participants will be able to:

- Understand the applications of AI in daily business operations.
- Apply AI tools in data analysis, content creation, customer support, and time management.
- Work with popular AI tools such as ChatGPT, Canva AI, Notion AI, Excel Copilot, and Power BI AI.
- Build practical models and customised tasks based on their work environment.
- Evaluate the real-world opportunities and challenges of implementing AI within their organisation.

Target Audience

- Department managers and executive employees.
- Human resources, marketing, finance, and customer service professionals.
- Anyone looking to improve their performance using AI tools.
- Beginners in artificial intelligence with no programming background.

Course Outlines

Day 1

Practical Introduction to AI Tools

- Practical introduction to Artificial Intelligence and its types.
- Difference between generative AI and analytical AI.
- Exploring tools such as ChatGPT, Notion AI, and Grammarly.

- Creating reports and professional emails using ChatGPT.

Day 2

AI in Design and Presentations

- Using AI to create presentations (Tome, Beautiful.ai).
- Smart design tools such as Canva AI.
- Creating a visual identity or presentation within minutes.
- Designing an interactive AI-powered presentation.

Day 3

Smart Data Analysis

- Practical introduction to Excel Copilot and Power BI AI.
- Analysing data using AI tools without coding.
- Automatic generation of charts and trends.
- Analysing a dataset and making data-driven decisions.

Day 4

Automating Daily Tasks with AI

- Organising daily tasks using tools such as Motion and Zapier.
- Creating automated professional responses (customer service, emails).
- Scheduling meetings and improving time management using AI.
- Building a daily automated workflow.

Day 5

Final Integrated Project and Evaluation

- Participants are divided into teams based on their real work environments.
- Designing a practical project using appropriate AI tools.
- Presenting and discussing projects.
- Evaluation session and feedback to improve AI applications.

Ask us for a date for this course

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