Special Courses · SC225

Artificial Intelligence in Business: A Practical Approach

Casablanca · 21 - 25 Dec 2026

Date	Venue	Duration
21 - 25 Dec 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**SC225**	**English**

As AI continues to transform industries, this programme is designed to demystify AI concepts and provide practical insights for business professionals. Participants will gain a solid understanding of AI technologies and learn how to strategically implement them for business success.

Course Objectives of Artificial Intelligence in Business: A Practical Approach

Upon completing this programme, participants will be able to:

- Develop a practical understanding of key AI concepts and technologies.
- Explore real-world applications of AI in various business sectors.
- Learn how to identify and evaluate AI opportunities for your organisation.
- Understand the ethical considerations of AI implementation.
- Gain insights into the integration of AI with existing business processes.
- Develop a roadmap for incorporating AI into your business strategy.

Course Methodology of Artificial Intelligence in Business: A Practical Approach

This programme will employ a combination of engaging learning methods, including:

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice scenarios to enhance skills.

Organisational Impact of Artificial Intelligence in Business: A Practical Approach

This training programme will have a positive impact on organisations by:

- Enhanced operational efficiency through AI automation.
- Improved decision-making through data-driven insights.
- Increased competitiveness by leveraging AI for innovation.
- Strengthened data security and privacy measures.

Personal Impact of Artificial Intelligence in Business: A Practical Approach

Participants will experience personal growth and development, including:

- Increased confidence in understanding and discussing AI concepts.
- Enhanced ability to identify AI opportunities within their domain.
- Improved strategic thinking for incorporating AI into business processes.
- Greater marketability in roles requiring AI knowledge.

Who Should Attend

This training programme is ideal for:

- Business leaders and executives exploring AI for strategic advantage.
- Managers and decision-makers responsible for technology adoption.
- Professionals interested in understanding the practical applications of AI.
- Anyone looking to leverage AI for business growth.

Course Outline

Day 1

Introduction to AI in Business

- Understanding the Basics of Artificial Intelligence
- Overview of AI Technologies: Machine Learning, NLP, Computer Vision
- Case Studies: AI Success Stories in Business

Day 2

Identifying AI Opportunities

- Assessing Business Processes for AI Integration
- Evaluating Risks and Benefits of AI Adoption
- Practical Exercise: Identifying AI Use Cases in Your Organisation

Day 3

Ethical Considerations in AI

- Understanding AI Ethics and Bias
- Implementing Responsible AI Practices
- Case Studies: Ethical Challenges in AI Implementation

Day 4

Integrating AI into Business Strategy

- Developing an AI Roadmap for Your Organisation
- Building a Business Case for AI Implementation

- Practical Workshop: Creating an AI Integration Plan

Day 5

Managing AI Implementation

- Overcoming Challenges in AI Adoption
- Ensuring Data Security and Privacy in AI Projects
- Monitoring and Evaluating AI Performance

Register or ask about this course online

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