

# INTEGRATING ARTIFICIAL INTELLIGENCE INTO EXISTING BUSINESS PROCESSES

*“Leverage AI to Streamline Operations, Drive Innovation, and Enhance Decision-Making”*

## Schedule

Date	Venue	Fees (Face-to-Face)
13 - 15 Oct 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

## Introduction

Artificial Intelligence (AI) is rapidly transforming how businesses operate, enabling smarter decision-making, automation, and enhanced customer experiences. However, integrating AI into existing business processes requires more than just technology—it demands alignment of strategy, data, operations, and people.

This 3-day practical course is designed for business leaders and professionals who want to understand how to evaluate, adopt, and implement AI-driven solutions that deliver real value. Participants will explore AI capabilities, integration strategies, and governance frameworks that align with their organization’s operational objectives.

## Objectives

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

- Understand the types and capabilities of AI technologies relevant to business
- Identify integration points for AI within core processes such as operations, finance, marketing, and customer service
- Evaluate AI use cases and implementation models suited to their industry
- Develop an AI adoption roadmap including data, technology, people, and change management
- Address governance, ethical, and compliance considerations for responsible AI integration

## Why Attend

- Learn how AI can improve efficiency, reduce costs, and unlock new insights
- Gain confidence in managing AI-related projects and vendor engagements
- Discover cross-industry best practices and real-life implementation cases
- Understand the risks and controls needed for safe and ethical AI deployment
- Build the foundations for long-term digital transformation and innovation

## Target Audience

This program is designed for:

- Business unit leaders and digital transformation managers
- Operations, finance, HR, and marketing professionals
- IT and data leaders driving AI adoption within the enterprise
- Strategy consultants and innovation officers
- Anyone involved in planning or executing AI initiatives in their organization

## Individual Benefits

Key competencies that will be developed include:

- AI opportunity mapping and process redesign
- Evaluation of AI tools and solution providers
- Change leadership and stakeholder engagement in AI projects
- Awareness of AI risks, data governance, and regulatory compliance
- Strategic thinking in applying AI for competitive advantage

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Clear alignment between AI projects and business objectives
- Reduced inefficiencies through automation and smart analytics
- Improved agility in responding to customer and market needs
- A culture of innovation and continuous improvement
- Greater data-driven decision-making across functions

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Overview of AI technologies, trends, and business applications
- Case Studies - Cross-industry examples of successful AI integration
- Workshops - Use case design, stakeholder mapping, and readiness assessment
- Peer Exchange - Group dialogue on organizational barriers and enablers
- Tools - AI integration frameworks, vendor evaluation checklists, and risk-control matrices

## Course Outline

### DETAILED 3-DAY COURSE OUTLINE

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Foundations of AI & Business Readiness

- Module 1: Understanding AI for Business (07:30 – 09:30) • Types of AI: machine learning, NLP, computer vision, RPA • Real-world business use cases
- Module 2: Assessing AI Readiness (09:45 – 11:15) • People, processes, and data maturity • Setting goals for automation and augmentation
- Module 3: Workshop – AI Opportunity Mapping (11:30 – 01:00) • Identifying processes suitable for AI enhancement
- Module 4: Peer Exchange – Lessons from the Field (02:00 – 03:30) • Group sharing on current challenges and expectations

#### Day 2: Integration Planning and Governance

- Module 1: AI in Core Business Functions (07:30 – 09:30) • Use cases in finance, HR, operations, and marketing • Choosing between off-the-shelf vs. custom AI solutions
- Module 2: Change Management and Adoption (09:45 – 11:15) • Stakeholder communication and overcoming resistance • Building AI awareness and capabilities internally
- Module 3: AI Risk Management and Governance (11:30 – 01:00) • Model transparency, bias, fairness, and compliance • Frameworks for responsible AI deployment
- Module 4: Workshop – Integration Blueprint (02:00 – 03:30) • Design a roadmap for AI implementation in a selected process

#### Day 3: Implementation, Scaling, and Continuous Improvement

- Module 1: Data Infrastructure and Vendor Engagement (07:30 – 09:30) • Data quality, APIs, cloud platforms, and architecture considerations • Managing AI vendors and external partners
- Module 2: Measuring Impact and ROI (09:45 – 11:15) • KPIs, benchmarks, and tracking success over time • Continuous learning and model updates
- Module 3: Workshop – Final Implementation Plan (11:30 – 01:00) • Group activity: Build a complete AI project plan
- Module 4: Wrap-Up and Action Planning (02:00 – 03:30) • Personal roadmap and final Q&A

## Certification

Participants will receive a Certificate of Completion in Integrating Artificial Intelligence into Existing Business Processes, confirming their ability to assess, plan, and lead AI implementation efforts aligned with business transformation goals.

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