MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

AI FOR NON-DATA SCIENTISTS: UNLOCKING POTENTIAL

""Demystifying Artificial Intelligence for Business Leaders, Analysts & Innovators""

Schedule

Date	Venue	Fees (Face-to-Face)
04 – 08 Oct 2026	Manama, Bahrain	USD 3495 per delegate

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

Introduction

Artificial Intelligence (AI) is no longer the exclusive domain of data scientists and developers. Today, professionals across departments—from operations to HR, finance to marketing—must understand how AI works and how to leverage it to improve decision-making, drive innovation, and stay competitive.

This 5-day practical course introduces AI concepts in a simple, accessible format for non-technical professionals. It combines strategic insights, real-world applications, and interactive demos to empower participants to confidently engage in AI conversations, champion AI initiatives, and make informed decisions about adopting AI in their business functions.

Objectives

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

- Understand AI fundamentals, key terminology, and business applications
- Evaluate the potential of AI use cases in their function or industry
- Interpret outputs from AI tools and make data-informed decisions
- Navigate ethical, privacy, and risk considerations in AI adoption
- Support or lead AI-related projects without needing to code

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Why Attend

- Bridge the gap between business goals and AI capabilities
- Stay competitive by embracing digital transformation
- Communicate confidently with technical AI teams and vendors
- Assess AI solutions and vendors with greater clarity
- Drive innovation and efficiency in your function using AI tools

Target Audience

This program is designed for:

- Managers, Executives, and Decision-Makers in all sectors
- Business Analysts, Functional Heads, and Team Leaders
- Marketing, HR, Finance, and Operations Professionals
- Innovation, Strategy, and Transformation Officers
- Anyone interested in understanding AI without needing a coding background

Individual Benefits

Key competencies that will be developed include:

- AI terminology, tools, and frameworks
- Ability to identify and evaluate AI use cases
- Collaboration with data science teams and solution providers
- Understanding of AI-related compliance, bias, and risks
- Confidence in leading or supporting AI initiatives

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger alignment between business objectives and AI strategies
- Increased innovation and productivity through AI-enabled tools
- Improved cross-functional collaboration on AI projects
- Reduced implementation risk through smarter vendor management
- A future-ready workforce empowered by digital literacy

Instructional Methodology

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

- Strategy Briefings – Foundations of AI, machine learning, and automation
- Case Studies – Real-world applications of AI in business functions
- Workshops – Group exercises to evaluate AI tools and design use cases
- Peer Exchange – Cross-industry discussions on AI opportunities and barriers
- Tools – Use case templates, vendor evaluation checklists, and project scoping guides

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of AI for Business Professionals

- Module 1: Introduction to AI and Machine Learning (07:30 – 09:30) • What is AI? Definitions, types, and examples • Machine learning, deep learning, and automation explained • The role of data and algorithms
- Module 2: AI in Action – Cross-Industry Use Cases (09:45 – 11:15) • How AI is transforming industries like healthcare, finance, retail, and HR • Quick wins vs long-term AI strategies
- Module 3: Data Literacy for Decision Makers (11:30 – 01:00) • Understanding structured vs unstructured data • Data sources, quality, and basic analytics
- Module 4: Workshop – Mapping AI Opportunities (02:00 – 03:30) • Group activity: identifying potential AI use cases in your department

Day 2: Tools, Interfaces, and Applications

- Module 5: Introduction to AI Tools & Platforms (07:30 – 09:30) • Overview of common AI tools (e.g., ChatGPT, Google AutoML, Microsoft Azure AI) • No-code and low-code platforms
- Module 6: Hands-on with Everyday AI Applications (09:45 – 11:15) • Exploring chatbots, smart assistants, and automation tools • Basic demonstrations using AI in Excel, email, CRM, and HR platforms
- Module 7: Natural Language Processing and Image Recognition (11:30 – 01:00) • How machines understand text, speech, and visuals • Applications in customer service, compliance, and operations
- Module 8: Workshop – Exploring AI Tools (02:00 – 03:30) • Hands-on exploration of 2–3 AI platforms (guided activity)

Day 3: Designing AI Use Cases for Your Business

- Module 9: Building an AI Use Case (07:30 – 09:30) • Key components of a business use case • Aligning AI outcomes with business KPIs
- Module 10: Cost-Benefit and Feasibility Assessment (09:45 – 11:15) • Scoping AI projects: data, skills, cost, and timelines • Success factors and red flags
- Module 11: Collaborating with Technical Teams (11:30 – 01:00) • Bridging communication between business and data science teams • Writing a functional AI brief
- Module 12: Workshop – Drafting Your Use Case (02:00 – 03:30) • Each participant outlines a real or hypothetical AI use case

Day 4: AI Ethics, Governance & Change Management

- Module 13: Ethics and Bias in AI (07:30 – 09:30) • AI fairness, bias, and discrimination risks • Examples of ethical AI failures and lessons learned
- Module 14: Privacy, Compliance, and Data Security (09:45 – 11:15) • GDPR, data protection, and governance frameworks • Risk mitigation and accountability
- Module 15: Leading AI Change in Organizations (11:30 – 01:00) • Driving AI adoption: people, process, and technology • Managing resistance and building trust
- Module 16: Workshop – Ethical Review of AI Projects (02:00 – 03:30) • Group simulation: analyzing the ethics of an AI application

Day 5: Strategy, Integration, and Future Trends

- Module 17: Building Your AI Roadmap (07:30 – 09:30) • Phased approach to AI implementation • Setting vision, governance, and capability building
- Module 18: AI Trends and What's Coming Next (09:45 – 11:15) • Generative AI, autonomous agents, and human-AI collaboration • Future skills for non-technical leaders
- Module 19: Final Presentations – AI Strategy Pitch (11:30 – 01:00) • Participants present their AI use case and roadmap
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Module 20: Feedback and Wrap-Up (02:00 – 03:30) • Peer feedback and expert coaching • Final Q&A and certificate distribution

Certification

Participants will receive a Certificate of Completion in “AI for Non-Data Scientists: Unlocking Potential”, validating their understanding of AI fundamentals and their ability to identify, evaluate, and support AI projects across various business functions.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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