

ARTIFICIAL INTELLIGENCE (AI) ESSENTIALS FOR BUSINESS

"Harness the Power of AI to Drive Business Growth and Innovation"

Schedule

Date	Venue	Duration	Fees (Face-to-Face)
29 - 30 Apr 2026	Riyadh, KSA	2 Days	USD 1995 per delegate

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

Introduction

Artificial Intelligence (AI) is transforming business landscapes by enabling data-driven decision-making, process automation, and enhanced customer experiences. Understanding AI fundamentals is crucial for executives and managers who aim to leverage technology for strategic advantage.

This intensive 2-day training equips participants with practical knowledge of AI applications in business. Through a combination of theoretical insights and hands-on exercises, participants will explore AI concepts, tools, and strategies to improve efficiency, innovation, and competitiveness in their organizations.

Objectives

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

- Understand the fundamentals of Artificial Intelligence and its business applications
- Identify AI opportunities to improve business processes and decision-making
- Apply AI tools and techniques to real-world business scenarios
- Understand ethical, security, and regulatory considerations of AI adoption
- Develop a roadmap for integrating AI into business strategy
- Enhance data-driven decision-making and operational efficiency
- Assess the impact of AI on industry trends and competitive advantage

Why Attend

- Gain foundational knowledge of AI and its business applications
- Learn practical strategies to implement AI in your organization
- Understand the impact of AI on business performance and innovation
- Develop skills to identify AI opportunities and risks
- Learn from real-world case studies of AI-driven business transformation
- Enhance strategic planning and decision-making capabilities

Target Audience

This program is designed for:

- Business managers, executives, and decision-makers
- IT professionals and business analysts
- Data scientists and AI enthusiasts seeking business applications
- Digital transformation leaders and innovation managers
- Professionals responsible for integrating AI into business strategy

Individual Benefits

Key competencies that will be developed include:

- Understanding AI concepts, tools, and technologies
- Ability to identify AI opportunities in business processes
- Knowledge of AI-driven decision-making and predictive analytics
- Skills in evaluating AI solutions and vendors
- Awareness of ethical, legal, and security considerations of AI
- Enhanced capability to lead AI adoption initiatives

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved business efficiency through AI-driven solutions
- Strategic alignment of AI initiatives with organizational goals
- Enhanced innovation and competitive advantage
- Better risk management and ethical compliance in AI adoption
- Increased readiness to implement AI-driven transformations
- Strengthened data-driven culture across the organization

Instructional Methodology

The course follows a practical and interactive approach combining theory with hands-on exercises:

- Strategy Briefings – Overview of AI concepts, business applications, and emerging trends
- Case Studies – Real-world examples of successful AI implementation in business
- Workshops – Exercises in identifying AI opportunities, evaluating tools, and applying AI techniques
- Peer Exchange – Group discussions on challenges, best practices, and lessons learned
- Tools – Templates, frameworks, and AI assessment guides for business applications

Course Outline

Detailed 2-Day Course Outline

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

Day 1: Introduction to AI and Business Applications

- Fundamentals of Artificial Intelligence and machine learning
- Overview of AI technologies and tools for business
- AI in data analytics, decision-making, and process automation
- Workshop: Identifying AI opportunities in your organization

Day 2: Implementing AI for Strategic Advantage

- Developing AI strategies and roadmaps for business
- Ethical, legal, and security considerations in AI adoption
- Evaluating AI solutions and vendor selection
- Workshop: Designing an AI adoption plan and business case

Certification

Participants will receive a Certificate of Completion in Artificial Intelligence (AI) Essentials for Business, validating their understanding of AI fundamentals, applications, and strategic implementation in business contexts.

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