MAWA EVENTS

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

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ARTIFICIAL INTELLIGENCE (AI) FOR BUSINESS LEADERS

"Harnessing AI to Drive Strategic Decision-Making and Business Innovation"

Schedule

Date	Venue	Fees (Face-to-Face)
25 – 27 November 2026	Dubai, UAE	USD 2,495 per delegate

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

Introduction

Artificial Intelligence (AI) is transforming industries by automating processes, generating insights from data, and enhancing decision-making. Business leaders must understand AI's potential to drive innovation, efficiency, and competitive advantage.

This intensive 3-day course equips executives and managers with the knowledge to leverage AI strategically. Participants will explore AI concepts, technologies, applications, and ethical considerations, while learning how to integrate AI into business processes to deliver measurable outcomes.

Objectives

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

- Understand AI concepts, terminology, and technologies
- Identify AI applications relevant to their industry
- Assess opportunities for AI-driven business transformation
- Evaluate risks, ethics, and governance in AI adoption
- Develop strategies to integrate AI into organizational workflows
- Lead AI initiatives and guide teams through digital transformation

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Why Attend

- Gain executive-level understanding of AI and its business applications
- Learn to identify AI opportunities and assess implementation feasibility
- Enhance decision-making and strategic planning using AI insights
- Reduce risks and ensure ethical AI adoption
- Strengthen leadership skills in a digital and AI-driven business environment

Target Audience

This program is designed for:

- Business leaders and executives
- Senior managers responsible for strategy and digital transformation
- IT managers and innovation leaders
- Project managers and business analysts
- Professionals seeking to leverage AI for business growth

Individual Benefits

Key competencies that will be developed include:

- Understanding AI technologies and business applications
- Strategic assessment and prioritization of AI initiatives
- Skills to integrate AI into business processes
- Leadership in digital and AI-driven transformation
- Ability to manage AI risks and governance issues
- Data-driven decision-making for competitive advantage

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved ability to leverage AI for business innovation
- Enhanced strategic planning and decision-making capabilities
- Successful implementation of AI initiatives aligned with organizational goals
- Reduced operational risks through informed AI adoption
- Greater organizational efficiency and competitiveness

Instructional Methodology

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

- Strategy Briefings – Overview of AI technologies, trends, and applications in business
- Case Studies – Real-world examples of AI-driven business transformation
- Workshops – Hands-on exercises to identify AI opportunities and develop action plans
- Peer Exchange – Group discussions on AI adoption challenges and lessons learned
- Tools – AI frameworks, assessment templates, and integration guides

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Course Outline

Detailed 3-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: Introduction to AI for Business

Module 1: Understanding AI (07:30 – 09:30)

- AI concepts, terminology, and technologies
- Types of AI and business relevance

Module 2: AI Applications in Industry (09:45 – 11:15)

- Case studies of AI in finance, healthcare, retail, and manufacturing

Module 3: Opportunities and Challenges (11:30 – 01:00)

- Identifying AI opportunities and implementation barriers

Module 4: Workshop & Group Exercise (02:00 – 03:30)

- Mapping AI opportunities in participants' organizations

Day 2: AI Integration and Strategy

Module 1: AI for Decision-Making (07:30 – 09:30)

- Data analytics, machine learning, and predictive insights

Module 2: Strategy for AI Adoption (09:45 – 11:15)

- Planning, prioritization, and business alignment

Module 3: Risk, Ethics, and Governance (11:30 – 01:00)

- Managing AI risks and ensuring ethical use

Module 4: Workshop & Simulation (02:00 – 03:30)

- Developing an AI strategy roadmap for business applications

Day 3: Leading AI-Driven Transformation

Module 1: AI Leadership and Change Management (07:30 – 09:30)

- Leading teams through digital and AI-driven transformation

Module 2: Performance Measurement and ROI (09:45 – 11:15)

- Evaluating AI impact on business performance and outcomes

Module 3: Implementation Challenges and Solutions (11:30 – 01:00)

- Overcoming barriers and driving adoption

Module 4: Final Workshop & Action Plan (02:00 – 03:30)

- Consolidating learning outcomes
- Creating actionable AI integration plans for participants' organizations

Certification

Participants will receive a Certificate of Completion in Artificial Intelligence (AI) for Business Leaders, validating their ability to strategically leverage AI for business innovation, decision-making, and transformation.

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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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