AI for Business Professionals – Navigating AI in Business

Artificial Intelligence (AI) is transforming industries, but understanding how to use it effectively is a challenge for many business professionals. This course provides a practical, non-technical foundation in AI, helping business leaders, managers, and professionals navigate AI's role in decision-making, analytics, strategy, and operations.

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

- Understand AI's key concepts, including machine learning, deep learning, and generative AI
- Separate AI myths from reality and set realistic expectations for AI adoption
- Learn how AI is trained, where bias comes in, and why explainability matters
- Identify the business use cases where AI delivers the most value
- Gain confidence in using AI tools for analytics, decision support, and content generation
- Develop a strategic mindset for responsible AI adoption in their organization

No coding or AI expertise required—just a desire to learn how AI fits into the business world.

Target Audience

This course is ideal for business professionals across all industries who want to stay ahead in an AI-driven world, including:

- **Executives & Managers** – Understand how AI impacts strategy and operations
- **Business Analysts & Consultants** – Use AI insights for smarter decision-making
- **HR, Marketing, Finance, and Sales Leaders** – Learn how AI enhances workflows and drives efficiency
- **Entrepreneurs & Small Business Owners** – Discover AI tools that can give you a competitive edge
- **Anyone Curious About AI in Business** – Cut through AI jargon and gain practical knowledge

You don't need a technical background—just an interest in understanding how AI is changing business.

Number of Learning Hours

Approximately 5-6 hours of instruction. This course is typically delivered as weekly 60–90 minute live sessions (recorded for those unable to attend live). Those sessions are spread out over 4 weeks.

Week 1. Understanding AI – The Foundations

Topics
  o   What is AI? A Practical Guide for Business Professionals
  o   AI Literacy: Understanding AI as an Extension of Data Literacy
  o   AI Myths vs. Reality: Separating Hype from Practical Applications

Activities
  o   AI misconception challenge—fact-check common AI claims.
  o   Identify real-world AI applications in different industries

Week 2. How AI Works—Training, Bias, and Ethics

Topics
- How AI is Trained and Why It Matters for Business Leaders
- AI Bias and Ethical AI: What Business Professionals Must Know
- The AI Confidence Gap: Why Business Leaders Hesitate to Use AI

Activities
- AI bias case study analysis
- AI trust exercise – practice validating AI-generating insights

Week 3. AI in Business—Analytics, Decision-Making, and Content

Topics
- AI for Analytics, Decision-Making, and Optimization
- AI for Content Generation & Communication

Activities
- Analyze AI-driven business insights and evaluate decision-making impact

Week 4. AI Strategy & The Future of AI in Business

Topics
- AI Strategy for Business: Identifying AI Opportunities in Your Organization
- The Future of AI in Business—What's Next?

Activities
- AI strategy planning—identify an AI opportunity for your business

Delivery Options

This course is designed to be flexible in its delivery to accommodate different learning preferences and organizational needs. The course can be delivered in the following formats:

1. **Live, Instructor-Led Format.** The course can be delivered over two consecutive days in a live, instructor-led setting (either in person or virtually). This format allows for real-time interaction, immediate feedback, and dynamic discussion.

2. **Self-Paced Learning.** For organizations or individuals who prefer to learn at their own pace, the course is available as a fully self-paced online module. Learners can progress through the content at their own speed, with interactive components, quizzes, and practical exercises to reinforce learning.

3. **Hybrid Format.** The course can also be delivered as a hybrid blend of self-paced learning and live, instructor-led sessions. This format typically involves completing the foundational modules independently, followed by live sessions that focus on discussion, case studies, and hands-on application of concepts. For example, you could have a live session every

week or every other week, and have the participants learn the foundational concepts via self-paced modules in between.

4. **Licensing. AI for Professionals in a Box**—a fully licensed, customizable version of our course that can be seamlessly integrated into your organization's training programs.

Customization Options

If the course is delivered in a private setting, this course can be customized to include company-specific examples, case studies, and exercises that directly relate to the organization's context.

Questions

If you have any questions related to this course please contact us at
https://www.turningdataintowisdom.com/contact-us/