



AI for Business and Management: Strategy, Automation and Decision Making

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Amsterdam



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Course Overview:

AI in Business and Management is a practical corporate training course designed to help managers, administrators, and business professionals understand how AI for Business can improve productivity, decision-making, operational efficiency, workforce performance, and strategic planning. The course moves beyond general AI awareness by developing applicable AI Skills for everyday management activities, including Generative AI for Business, AI Prompt Engineering, AI for Data Analysis, AI Workflow Automation, and AI Decision Making.

Drawing on business-focused AI research and implementation guidance, the course examines AI Applications in Business across management, finance, marketing, human resources, operations, supply chain, legal functions, and the public sector. Participants explore how AI Productivity Tools can reduce time spent on repetitive work, improve information analysis, support higher-value tasks, and contribute to measurable organizational productivity.

The course also addresses the managerial responsibilities surrounding AI Adoption, AI Strategy, AI Leadership, AI Transformation, Responsible AI, AI Governance, and AI Risk Management. Particular attention is given to human-in-the-loop oversight, data readiness, responsible use, organizational readiness, and AI Change Management.

Rather than training participants to develop complex AI systems, the course prepares AI for Managers users to identify appropriate AI Use Cases in Business, evaluate available AI Tools for Business, and integrate AI into organizational processes responsibly and strategically.



Target Audience:

- Senior Managers and Department Heads
- Middle Managers and Team Leaders
- Business Administration Professionals
- Strategy and Planning Managers
- Operations Managers
- Human Resources Managers and Specialists
- Finance and Administrative Managers
- Digital Transformation Professionals
- Business Analysts
- Project and Programme Managers
- Public Sector Managers and Administrators
- Cooperative Society Managers and Supervisors
- Professionals responsible for organizational development and productivity improvement

Targeted Organizational Departments:

- Strategy and Corporate Planning
- Executive Management and Leadership
- Operations and Business Administration
- Digital Transformation and Innovation
- Human Resources and Learning & Development
- Finance and Accounting
- Information Technology and Digital Services
- Performance Management and Business Excellence
- Risk, Compliance, and Governance
- Customer Service and Member Services
- Marketing and Communications
- Procurement and Supply Chain
- Project and Programme Management

Targeted Industries:

- Government and Public Sector Organizations
- Cooperative Societies and Member-Based Organizations
- Financial Services and Banking
- Retail and Consumer Services
- Professional and Business Services
- Education and Training
- Healthcare Administration
- Logistics and Supply Chain
- Manufacturing and Industrial Organizations
- Telecommunications
- Energy and Utilities
- Hospitality and Tourism
- Non-Profit and Community Organizations
- SMEs and Large Enterprises undergoing digital transformation

Course Offerings:

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

- Explain the strategic role of AI for Business and Artificial Intelligence for Business.
- Identify high-value AI Use Cases in Business and management functions.
- Apply AI Skills to common managerial and administrative activities.
- Use effective AI Prompt Engineering and Prompt Engineering for Business techniques.
- Evaluate Generative AI for Business applications for research, communication, analysis, and planning.
- Apply AI for Data Analysis to interpret business information and support management reporting.
- Use AI Decision Making approaches to strengthen evidence-based decisions while maintaining human oversight.
- Identify opportunities for AI Workflow Automation and AI Business Automation.
- Assess AI Productivity Tools for reducing repetitive work and improving AI Workforce Productivity.
- Develop an initial AI Strategy aligned with organizational goals.
- Evaluate organizational readiness for AI Adoption and AI Implementation.
- Support AI Leadership and AI Change Management during organizational transformation.
- Apply Responsible AI principles covering fairness, accountability, transparency, privacy, and human review.
- Identify common AI Risk Management and AI Governance requirements.
- Evaluate potential AI in Public Sector and institutional management use cases.
- Recognize opportunities for AI in Human Resources, workforce planning, employee development, and performance management.
- Develop an initial roadmap for responsible AI Transformation within a department or organization.



Training Methodology:

The training methodology combines structured instruction with management-focused case analysis, facilitated discussion, demonstrations, group work, scenario evaluation, and guided reflection. Rather than approaching Artificial Intelligence for Business from a programming perspective, sessions focus on how managers evaluate, select, govern, and apply AI Tools for Business in real organizational situations.

Participants examine AI Use Cases in Business across management, finance, HR, operations, customer service, marketing, public administration, and other functions represented in the supporting business case-study literature. Facilitated scenarios explore AI Decision Making, AI for Strategic Planning, AI Workflow Automation, workforce productivity, and Generative AI for Business.

Prompt-based demonstrations illustrate how AI Prompt Engineering can support information synthesis, planning, reporting, document analysis, scenario generation, and managerial communication. Participants also examine examples of AI for Data Analysis and intelligent process automation without requiring programming expertise. The supporting Applied AI framework specifically emphasizes prompt framing, data readiness, intelligent process automation, decision support, and governance as managerial competencies.

Group discussions address AI Adoption, AI Change Management, Responsible AI, human-in-the-loop review, data privacy, bias, and AI Risk Management. Feedback and reflection sessions help participants translate the concepts into appropriate organizational use cases.

AI software, licenses, or paid platforms are not provided as part of the course. Where relevant, the trainer provides insights, demonstrations, examples, and comparisons of AI tools and platforms applicable to the learning objectives.

Course Toolbox:

- AI for Business course Framework
- AI terminology and management reference guide
- AI Use Case Identification Template
- AI Opportunity Prioritization Matrix
- AI Prompt Engineering Framework
- Prompt Engineering for Business examples
- AI Decision-Making Checklist
- AI Data Readiness Checklist
- AI Workflow Mapping Template
- AI Business Automation Opportunity Map
- AI Productivity Assessment Worksheet
- AI Strategy Canvas
- AI Adoption Readiness Checklist
- AI Implementation Roadmap Template
- AI Governance Checklist
- Responsible AI Principles Guide
- AI Risk Assessment Template
- Human-in-the-Loop Review Checklist
- AI Change Management Planning Template
- AI Skills Development Matrix
- AI Workforce Productivity Planning Guide
- Curated examples of AI Tools for Business
- Selected readings and case-study references from the supporting resources

Note: Specific AI platforms, subscriptions, software licenses, and paid tools are not provided. The course provides insights, examples, demonstrations, and guidance on tools relevant to AI for Business and management.

Course Agenda:

Day 1: AI for Business and the New Management Landscape

- **Topic 1:** AI for Business and Artificial Intelligence for Business Fundamentals
- **Topic 2:** AI in Business: Capabilities, Limitations, and Management Value
- **Topic 3:** Generative AI for Business and Modern AI Applications
- **Topic 4:** AI Skills Every Manager and Business Professional Needs
- **Topic 5:** Identifying High-Value AI Use Cases in Business
- **Topic 6:** AI Productivity Tools and Measuring Business Productivity
- **Reflection & Review:** Reviewing how AI for Management can support productivity, quality, and higher-value managerial work



Day 2: AI Tools, Prompt Engineering, Data, and Decision-Making

- **Topic 1:** AI Tools for Business: Categories and Selection Criteria
- **Topic 2:** AI Prompt Engineering for Effective Business Outputs
- **Topic 3:** Prompt Engineering for Business Research, Reporting, and Planning
- **Topic 4:** AI for Data Analysis and Business Information Interpretation
- **Topic 5:** AI Decision Making and Data-Driven Management
- **Topic 6:** Human Oversight and Validating AI-Generated Recommendations
- **Reflection & Review:** Connecting prompting, data analysis, and AI for Decision Making to managerial responsibilities

Day 3: AI Automation, Operations, and Workforce Productivity

- **Topic 1:** AI Workflow Automation and Administrative Process Improvement
- **Topic 2:** AI Business Automation and Repetitive Task Identification
- **Topic 3:** AI in Operations Management and Process Optimization
- **Topic 4:** AI in Human Resources and AI for HR Applications
- **Topic 5:** AI Training and Development and AI Skills Development
- **Topic 6:** AI Workforce Productivity and Human-AI Collaboration
- **Reflection & Review:** Identifying appropriate automation and workforce opportunities without removing essential human judgment

Day 4: AI Strategy, Leadership, Adoption, and Transformation

- **Topic 1:** Building an AI Strategy Aligned with Business Priorities
- **Topic 2:** AI for Strategic Planning and Scenario Analysis
- **Topic 3:** AI Leadership and Management Responsibilities
- **Topic 4:** Assessing Organizational Readiness for AI Adoption
- **Topic 5:** AI Implementation and Use-Case Prioritization
- **Topic 6:** AI Change Management and Workforce Engagement
- **Reflection & Review:** Reviewing the leadership, people, process, and technology factors required for successful AI Transformation



Day 5: AI Governance, Risk, and Responsible Implementation

- **Topic 1:** Responsible AI: Fairness, Transparency, and Accountability
- **Topic 2:** AI Governance Frameworks for Business and Management
- **Topic 3:** AI Risk Management and Data Privacy Considerations
- **Topic 4:** Bias, Hallucinations, Errors, and Human-in-the-Loop Controls
- **Topic 5:** AI in Public Sector and Institutional Management
- **Topic 6:** Developing an AI Adoption and Implementation Roadmap
- **Reflection & Review:** Consolidating AI Strategy, governance, productivity, workforce, and implementation priorities

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No technical AI, programming, data science, or software development background is required. Participants should have a general understanding of business or organizational processes and an interest in applying AI for Business to management, productivity, operations, planning, HR, or decision-making. Basic familiarity with digital workplace applications is beneficial.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans five days, approximately 20-25 hours of instruction.

Does this course teach participants how to build AI systems or how to use AI effectively as managers?

The course focuses primarily on the managerial and organizational application of AI rather than programming or AI model development. Participants learn how to identify AI opportunities, work effectively with Generative AI for Business, structure prompts, evaluate AI-generated information, use AI for Data Analysis and decision support, identify automation opportunities, and apply AI Governance and Responsible AI principles. This reflects the supporting management framework, which emphasizes prompt engineering, data literacy, intelligent process automation, decision support, and governance rather than raw software development.



How This Course is Different from Other AI in Business and Management Courses:

AI in Business and Management is designed around the practical decisions managers must make before, during, and after AI Adoption. Rather than offering only a general introduction to Artificial Intelligence for Business, the course integrates five interconnected capabilities: AI Skills, productivity, decision support, automation, and governance.

Participants explore practical AI Prompt Engineering, AI for Data Analysis, AI Workflow Automation, AI Decision Making, and AI Productivity Tools while also examining the organizational dimensions that determine whether these technologies create sustainable value. Research included in the supporting resources emphasizes that productivity gains require more than technology; they depend on data quality, workforce skills, redesigned workflows, organizational readiness, governance, and human oversight.

The course also distinguishes itself through its cross-functional perspective. Supporting case material covers AI applications in HR, finance, marketing, legal services, supply chains, SMEs, organizational change, and the public sector. This allows managers to evaluate AI Use Cases in Business from both functional and enterprise perspectives.

Finally, AI Governance, Responsible AI, AI Risk Management, AI Change Management, and human-in-the-loop validation are integrated directly into the program rather than treated as optional add-ons. Participants therefore learn not only where AI can be used, but how managers can adopt it responsibly, measure its value, manage its risks, and align AI Implementation with organizational priorities.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bali Indonesia	Bangkok Thailand	Barcelona Spain
Berlin Germany	Cairo Egypt	Cape town South Africa
Casablanca Morocco	Chicago USA	Doha Qatar
Dubai UAE	Frankfurt Germany	Geneva Switzerland
Istanbul Turkey	Jakarta Indonesia	Johannesburg South Africa
Kuala Lumpur Malaysia	Kuwait Kuwait	Langkawi Malaysia
Lisbon Portugal	London UK	Madrid Spain
Manama Bahrain	Marbella Spain	Milan Italy
Montreux Switzerland	Munich Germany	Muscat Oman
Nairobi Kenya	New York USA	Nice France
Paris France	Phuket Thailand	Porto Portugal



Training Cities

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