



TM433: Artificial Intelligence for Managers

Driving Business Innovation and Operational Excellence

Training Description:

Artificial Intelligence (AI) is transforming the way organizations operate, make decisions and create value across every business function. As AI technologies continue to evolve, managers must understand not only the capabilities of AI but also how to strategically integrate AI into business processes while addressing ethical, operational and governance considerations.

This comprehensive training program provides managers with a practical understanding of Artificial Intelligence, Machine Learning, Generative AI, automation, predictive analytics and intelligent decision support systems. Participants will explore how AI can enhance productivity, improve customer experiences, optimize supply chains, strengthen financial management, support human resources and improve engineering operations.

The training course emphasizes practical applications rather than technical programming, enabling managers to identify AI opportunities, evaluate AI solutions, manage AI-related risks, and lead AI adoption initiatives within their departments. Through real-world case studies, interactive discussions, demonstrations of AI-powered business tools and collaborative workshops, participants will gain the knowledge and confidence needed to lead AI-driven transformation in their organizations.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the fundamental concepts and principles of Artificial Intelligence
- ✓ Differentiate between AI, Machine Learning, Deep Learning and Generative AI
- ✓ Identify practical AI applications across various business functions
- ✓ Improve decision-making using AI-powered analytics and predictive insights
- ✓ Understand how AI enhances operational efficiency and business performance
- ✓ Utilize Generative AI tools responsibly for workplace productivity
- ✓ Evaluate AI implementation opportunities within their departments
- ✓ Understand AI governance, ethics, cybersecurity and data privacy considerations
- ✓ Develop AI adoption strategies aligned with organizational objectives
- ✓ Lead teams through AI-enabled digital transformation initiatives

Training Designed for:

This training course is intended for Engineering Managers, HR Managers, Finance Managers, Procurement & Purchasing Managers, Sales Managers, Marketing Managers, Logistics Managers, Warehouse Managers, Operations Managers, Department Heads, Project Managers, Business Improvement Managers, Digital Transformation Leaders and Team Leaders preparing for AI-enabled management.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND BUSINESS TRANSFORMATION

- ❖ **Session 1: Understanding Artificial Intelligence**
 - Evolution of AI
 - AI terminology and concepts
 - Types of AI
 - Machine Learning vs Deep Learning
 - Generative AI overview
 - AI trends across industries
- ❖ **Session 2: AI in Modern Organizations**
 - Digital transformation and AI
 - Business value of AI
 - AI-driven decision making
 - Organizational readiness
 - AI maturity assessment
- ❖ **Session 3: AI Technologies**
 - Natural Language Processing (NLP)
 - Computer Vision
 - Robotics Process Automation (RPA)
 - Intelligent automation
 - Predictive analytics
 - Recommendation systems
- ❖ **Workshop:**
 - Identifying AI opportunities within participants' departments

DAY TWO:

AI APPLICATIONS ACROSS BUSINESS FUNCTIONS

- ❖ **AI for Engineering**
 - Predictive maintenance
 - Equipment monitoring
 - Quality control
 - Digital twins
 - Asset optimization
- ❖ **AI for Human Resources**
 - AI recruitment tools
 - Resume screening
 - Employee engagement analytics
 - Learning and development
 - Workforce planning
 - HR chatbots
- ❖ **AI for Finance**
 - Financial forecasting
 - Fraud detection

- Budget planning
- Expense analytics
- Risk management
- Cash flow prediction
- ❖ **AI for Procurement**
 - Supplier evaluation
 - Spend analytics
 - Contract intelligence
 - Procurement automation
 - Demand forecasting
- ❖ **Practical Exercise**
 - Department-specific AI application mapping

DAY THREE:

AI FOR SALES, MARKETING, LOGISTICS AND WAREHOUSE MANAGEMENT

- ❖ **AI in Sales**
 - Sales forecasting
 - Customer segmentation
 - Lead scoring
 - CRM intelligence
 - Customer behavior analysis
 - Sales automation
- ❖ **AI in Marketing**
 - Personalized marketing
 - Content generation
 - Social media analytics
 - Customer journey optimization
 - Campaign performance analysis
 - Market intelligence
- ❖ **AI in Logistics**
 - Route optimization
 - Fleet management
 - Demand forecasting
 - Delivery optimization
 - Supply chain visibility
- ❖ **AI in Warehouse Operations**
 - Inventory optimization
 - Warehouse automation
 - Smart inventory management
 - Barcode and image recognition
 - Robotics
 - Warehouse performance analytics
- ❖ **Group Workshop:**
 - Cross-functional AI integration strategies

DAY FOUR:

GENERATIVE AI, DATA ANALYTICS AND RESPONSIBLE AI

❖ **Session 1: Generative AI in the Workplace**

- ChatGPT and AI assistants
- Microsoft Copilot
- Google Gemini
- AI-powered productivity tools
- Prompt engineering fundamentals
- Creating effective prompts

❖ **Session 2: AI for Data-Driven Decisions**

- Business Intelligence integration
- Predictive dashboards
- Data visualization
- KPI forecasting
- Executive reporting

❖ **Session 3: AI Governance and Ethics**

- Responsible AI principles
- Data privacy
- Cybersecurity considerations
- AI bias and fairness
- Regulatory compliance
- AI governance frameworks

❖ **Hands-on Exercise**

- Developing prompts for business reports, presentations, communications, and operational planning

DAY FIVE:

LEADING AI ADOPTION AND FUTURE-PROOFING THE ORGANIZATION

❖ **Session 1: AI Strategy Development**

- Building an AI roadmap
- AI project selection
- Cost-benefit analysis
- ROI measurement
- Change management

❖ **Session 2: Managing AI Transformation**

- Leading AI implementation
- Stakeholder engagement
- Building AI-ready teams
- Managing organizational change
- Measuring AI performance

❖ **Session 3: Future of AI**

- Emerging AI technologies
- Autonomous systems
- AI in smart organizations
- Human-AI collaboration
- Future workforce skills

❖ **Final Workshop**

Participants work in departmental groups to develop an AI Adoption Action Plan, including:



- Current operational challenges
 - AI opportunities
 - Business case and expected benefits
 - Implementation roadmap
 - Risk assessment
 - Key performance indicators (KPIs)
 - Change management considerations
 - Presentation of action plans with peer and instructor feedback
- ❖ Course Conclusion
 - ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

USD\$ TBA - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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