Training Course:
AI for Business: Applications and Opportunities

20 - 24 May 2024
Milan (Italy)

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Training Course code: SC235087 From: 20 - 24 May 2024 Venue: Milan (Italy) - Training Course Fees: 5775 ⬛ Euro

Introduction

Welcome to the AI for Business: Applications and Opportunities training program designed by Global Horizon Training Center! In today's rapidly evolving business landscape, the adoption of artificial intelligence AI has become a game-changer for organizations seeking to stay competitive and innovative. This comprehensive training program is designed to equip participants with the knowledge and skills needed to leverage AI technologies effectively in their businesses. This program will empower you to identify opportunities and unleash the potential of AI within your organization.

Target Audience

This training program is designed for a diverse range of professionals who are eager to harness the power of AI for business growth and innovation. The target audience includes, but is not limited to:

- Business executives and managers seeking to integrate AI into their strategic decision-making process.
- Entrepreneurs and business owners are looking to explore new revenue streams and gain a competitive edge.
- Data analysts and business intelligence professionals interested in incorporating AI-driven insights into their analytics.
- IT professionals seeking to understand AI implementation and its integration into existing systems.
- Any individual with a keen interest in AI's impact on business, regardless of their background.

Objectives

By the end of the AI for Business: Applications and Opportunities training program, participants will:

1. Develop a solid understanding of AI fundamentals, including different types of AI and key AI technologies.
2. Discover the vast range of AI applications in various industries and identify opportunities for AI integration within their organizations.
3. Gain insights into ethical considerations and data privacy concerns related to AI implementation in business settings.
4. Learn best practices for AI data collection, preprocessing, and management to ensure successful AI projects.
5. Acquire knowledge of AI infrastructure requirements and explore cloud computing and big data technologies.
6. Build essential skills in machine learning and deep learning, enabling participants to select appropriate algorithms and evaluate model performance.
7. Explore AI's potential in customer experience, marketing, operations, finance, and other key business areas.

8. Learn how to create an AI strategy aligned with their organization's goals and effectively measure the ROI of AI projects.
9. Understand the challenges and obstacles in implementing AI solutions and how to overcome them.
10. Collaborate with peers and industry experts, exchanging ideas and experiences for better AI integration.

Training program outline

Day 1: Introduction to AI and Business Strategy

- Welcome and Introductions
- Understanding AI: Definitions, types, and capabilities
- Key AI technologies and their applications in business
- Real-world AI success stories in various industries
- Identifying AI opportunities in your organization
- Assessing the feasibility and ROI of AI projects
- Crafting an AI strategy aligned with business goals.
- Ethical considerations in AI implementation

Day 2: AI Data and Infrastructure

- Data collection, preprocessing, and cleaning for AI projects
- Introduction to cloud computing and big data technologies
- Selecting and setting up AI hardware infrastructure
- Data privacy and security in AI applications

Day 3: Machine Learning Fundamentals

- Supervised, unsupervised, and reinforcement learning.
- Choosing the right machine-learning algorithms for specific tasks
- Model evaluation and performance metrics

Day 4: AI in Customer Experience and Operations

- Personalization and recommendation systems for customer experience
- Natural language processing for chatbots and customer support
- AI-driven marketing campaigns and customer segmentation
- Predictive maintenance and asset optimization in operations
- AI-driven demand forecasting for better supply chain management
- Case studies and group discussions on AI implementation in customer experience and operations

Day 5: AI in Finance and Project Management

- AI in fraud detection and risk assessment
- Algorithmic trading and investment strategies using AI.
- Credit scoring and loan approval with machine learning
- Building an AI team and roles required
- Overcoming challenges in AI implementation

Registration form on the Training Course:
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Person Responsible for Training and Development

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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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