



*Training Course:
AI in Business: Fundamentals, Automation, and
Ethical Considerations*

23 - 27 March 2025

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Training Course: AI in Business: Fundamentals, Automation, and Ethical Considerations

Training Course code: SC235798 From: 23 - 27 March 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3875 € Euro

Introduction

Artificial Intelligence AI is revolutionizing businesses across industries by enhancing decision-making, improving efficiency, and automating repetitive tasks. However, AI adoption also raises ethical and governance concerns that organizations must address.

This training program, designed by Global Horizon Training Center, provides professionals with a comprehensive understanding of AI fundamentals, automation tools, and ethical AI considerations. The program will help participants gain insights into how AI can optimize business processes, improve customer engagement, and drive strategic decision-making while ensuring responsible AI implementation.

Objectives

By completing this training, participants will:

- Understand AI fundamentals, machine learning, and data science and their role in business applications.
- Learn how to implement AI-driven automation for operational efficiency and process optimization.
- Gain insights into AI ethics, governance, and regulatory compliance.
- Explore real-world AI use cases in marketing, finance, customer service, and operations.
- Develop a strategic approach to integrating AI into business workflows responsibly.

Course Methodology

This program follows a practical and interactive approach that includes:

- Instructor-led presentations covering AI concepts, automation, and ethics.
- Live demonstrations of AI-powered business tools and automation solutions.
- Group discussions and case studies from industries successfully integrating AI.
- Hands-on exercises where participants explore AI-powered business solutions.
- Strategic planning workshops to help organizations implement AI responsibly.

Organizational Impact

- Enhanced decision-making using AI-powered data analytics.
- Increased productivity and efficiency through AI-driven process automation.
- Stronger compliance and risk management with ethical AI governance.
- Improved customer engagement through AI-driven personalization and automation.
- Competitive advantage by adopting AI responsibly and strategically.

Target Audience

This program is ideal for:

- Business Executives and Decision-Makers
- Operations and Process Managers
- Marketing and Customer Experience Professionals
- IT and Digital Transformation Leaders
- Compliance, Risk, and Governance Teams
- Finance and Data Analytics Professionals

Course Outline

Day 1: AI Fundamentals for Business

- Introduction to AI, Machine Learning, and Data Science
- Understanding Supervised, Unsupervised, and Reinforcement Learning
- How AI transforms industries and business models
- AI applications in finance, marketing, HR, and customer service
- Case Study: AI-driven decision-making in leading organizations

Day 2: AI-Powered Business Automation

- Introduction to AI-driven automation and process optimization
- Robotic Process Automation RPA and workflow automation
- AI in inventory management, customer service, and financial transactions
- AI-powered predictive maintenance and supply chain optimization
- Hands-on Workshop: Using AI tools for business process automation

Day 3: AI in Marketing, Sales, and Customer Engagement

- AI-powered customer segmentation and personalized marketing
- AI-driven chatbots and virtual assistants for customer service
- Sentiment analysis and AI in social media marketing
- AI in sales forecasting and predictive analytics
- Hands-on Exercise: Developing an AI-powered marketing strategy

Day 4: Ethical AI, Governance, and Compliance

- Bias, fairness, and transparency in AI decision-making
- AI governance frameworks and ethical considerations
- Regulatory compliance and AI risk management
- Responsible AI adoption and data privacy laws
- Case Study: Ethical challenges in AI adoption and solutions

Day 5: AI Integration Strategies for Business Growth

- Building an AI strategy aligned with business objectives
- AI-driven business intelligence and competitive advantage



- Overcoming challenges in AI adoption and implementation
- Future trends: AI in sustainability, innovation, and business scalability
- Final Q&A, wrap-up, and AI readiness assessment for organizations

Registration form on the Training Course: AI in Business: Fundamentals, Automation, and Ethical Considerations

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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