Training Course:

Integrating AI into Business: Automation, Ethics, and Innovation

17 - 21 August 2025
Dubai (UAE)
Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course:
Integrating AI into Business: Automation, Ethics, and Innovation

Training Course code: SC235799 From: 17 - 21 August 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4900 ⬜ Euro

Introduction

Artificial Intelligence AI is revolutionizing industries by transforming business processes, enhancing decision-making, and fostering innovation. Companies that successfully integrate AI into their operations gain a competitive advantage by automating tasks, improving efficiency, and driving innovation in products and services. However, the implementation of AI also raises important ethical considerations that businesses must address to ensure transparency, fairness, and compliance.

This training program, designed by Global Horizon Training Center, provides a comprehensive framework for integrating AI into business operations, focusing on automation, ethical governance, and innovation. Participants will learn how to leverage AI tools, implement automation solutions, and drive responsible AI adoption to maximize business value.

Objectives

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

- Understand the fundamentals of AI, machine learning, and automation in business.

- Learn how to automate business processes using AI-powered tools.

- Explore AI-driven innovation strategies for business growth.

- Gain insights into ethical AI adoption, governance, and compliance.

- Develop an AI integration roadmap to enhance business operations.

Course Methodology

This program follows a practical and interactive approach, including:

- Instructor-led presentations on AI concepts, automation, and ethics.

- Live demonstrations of AI-powered business solutions.

- Case studies of AI adoption in different industries.

- Workshops and group discussions to explore AI implementation strategies.

- Hands-on exercises using AI automation tools.

Organizational Impact

- Enhanced efficiency and productivity through AI-driven automation.

- Data-driven decision-making with AI-powered analytics.

- Stronger compliance and risk management by implementing ethical AI.

- Improved customer engagement and personalization using AI.

- Innovation-driven growth by integrating AI into business strategies.

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 and Business Transformation

- Introduction to AI, Machine Learning, and Business Applications

- Understanding AI's role in automation and digital transformation

- AI in operations, marketing, finance, and customer service

- The business value of AI adoption

- Case Study: Successful AI transformation in leading companies

Day 2: AI-Powered Automation for Business Efficiency

- Introduction to AI-driven business process automation

- Robotic Process Automation RPA and its benefits

- AI-powered workflow automation and optimization

- AI in predictive maintenance and supply chain optimization

- Hands-on Workshop: Using AI for process automation

Day 3: AI in Innovation and Competitive Advantage

- AI's role in business model innovation

- AI-driven product and service enhancements

- AI in market analysis, forecasting, and trend prediction

- Exploring AI tools for business intelligence and decision-making

- Hands-on Exercise: Using AI-powered business intelligence tools

Day 4: Ethical AI and Governance

- The importance of ethics and fairness in AI decision-making

- AI governance and regulatory compliance frameworks

- Addressing bias, transparency, and accountability in AI

- Data privacy and AI security considerations

- Case Study: Ethical challenges in AI adoption and solutions

Day 5: AI Integration Strategies for Business Growth

- Developing an AI roadmap for business transformation

- Overcoming challenges in AI adoption and implementation

- Future trends in AI, automation, and digital transformation

- AI for sustainable business growth and long-term innovation

- Final Q&A, wrap-up, and AI readiness assessment for organizations

Registration form on the Training Course:
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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): ....
Position: ....
Telephone / Mobile: ....
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Official E-Mail: ....

Company Information

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Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |