



## Generating Value Using Artificial Intelligence

**Duration:** 5 Days

**Language:** en

**Course Code:** IND02-107

### Objective

Upon completion of this course, participants will be able to:

- Understand how artificial intelligence can generate value within an organisation.
- Comprehend the concepts, principles and structures of a typical artificial intelligence and machine learning system.
- Identify the benefits and limitations of artificial intelligence.
- Assess the use of artificial intelligence as a method of innovation.
- Examine how AI and ML can be used to strategize and create a competitive edge.
- Discover potential areas for improvement using AI within a business.
- Explore opportunities internally and externally using AI systems and increase business value.
- Analyse the ethical implications of fully integrating Ai systems into daily business functions.

## Audience

This course is designed for anyone who wishes to integrate AI into an organisation or business to increase value. It would be most beneficial for:

- Business Owners
- Senior Executives
- Artificial Intelligence Engineers
- Machine Learning Engineers
- Operations Managers
- Project Managers
- Sales/Marketing Directors

## Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will analyse case studies of successful organisations utilising AI to generate value and highlight key innovations and established methods.

They will be supplied with the necessary tools to efficiently complete the learning exercises. To fully investigate their case studies and develop knowledge and skills, the participants will also partake in various presentations, group discussions, video materials, and practical activities. This will help guarantee they will develop an in-depth understanding of the taught content.

## Summary

With the new age of modern technology, organisations and businesses have access to a much greater area of change and development. Artificial intelligence has become increasingly popular due to its ability to revolutionise a business' functions and improve productivity exponentially.

Artificial intelligence is an intelligence system that is designed to gather, analyse, and present data to help the user reach a goal. In relation to business, these processes can be highly beneficial in generating value in various ways. AI systems can eliminate the necessity of human roles and jobs through an automated process, reduce resources and increase business profitability. Furthermore, an AI system is ideal for sourcing data about customers and competitors and improving the desired service or process.

However, it is important to consider AI's ethical and technological considerations. As AI can erase the need for many manual roles, it can lead to mass unemployment. There must also be consideration of the limitations and risks that are associated with technology. AI systems will need constant monitoring and high levels of cybersecurity to ensure all data is protected and uninfluenced.

## Course Content & Outline

## **Section 1: Introduction to Artificial Intelligence**

- Describing the concepts, principles, structures, and purpose of artificial intelligence.
- The evolution of artificial intelligence and how it exists today.
- Analysing core applications of AI – machine learning, natural language processing, and neural networks.
- Investigating the machine learning frameworks.
- Common types of AI systems and their role within an organisation.

## **Section 2: Implications of AI on Management**

- Utilising AI technology to maximise productivity and reduce resources used.
- How AI systems can gather, analyse, and present data coherently to allow for a full understanding of the desired topics.
- Increasing customer knowledge through AI and ML.
- Optimising marketing effectiveness through AI systems.
- Integrating AI systems to complete time-consuming tasks to reduce management responsibilities.

## **Section 3: AI and Corporate Strategy**

- Understanding the importance of innovation for a successful business.
- Developing an AI system to analyse competitor and customer data to create innovative ideas to improve business functions.
- Merging innovative ideas with industry standards.
- Using AI assistance to plan, design and strategize improvement.
- Evaluating the ideal implantation method using AI.
- Measuring ongoing performance and making adjustments as necessary using AI.

## **Section 4: Technological Considerations**

- Evaluating the limitations of AI.
- Potential challenges when implementing AI.
- Preparing for the transition and understanding the associated risks.
- Keeping up to date on technological advancements and ensuring systems remain functional.
- Ensuring AI systems are accessible.

## **Section 5: Ethics and Privacy Concerns**

- Balancing the use of AI with human employees.
- Understanding how AI contributes to unemployment.
- Possible environmental impacts of the increased use of technology.
- Methods of sustainable use in relation to AI.
- Maintaining maximum cybersecurity surrounding AI systems.
- Establishing trust with employees and customers.

## **Certificate Description**

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Management & Leadership, Sales & Marketing, Technology

## Tags

Leadership , management , technology , marketing , Sales

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# YouTube Video

<https://www.youtube.com/embed/xwICYv8JS7c?si=8SwA7iEHivL7z-T0>