

# Integrating AI for Organizational Success

Duration: 8 hours

## Overview

This course on AI Integration in Business is designed for business leaders, managers, and employees seeking to quickly grasp the essentials of applying Artificial Intelligence across various business functions. Focused on providing a comprehensive overview, strategic implementation insights, and practical applications, this one-day intensive course covers key areas of AI in business to empower participants with the knowledge and skills to integrate AI effectively into their operations.

## Target Audience

- Marketing Manager
- Sales Executive
- HR Manager
- Operations Manager
- Customer Support Manager
- Business Analyst
- Procurement Manager
- Finance Manager
- Product Manager
- Training Manager

## Course Agenda

### Module 1: Introduction to AI in business and Assessing readiness

- Overview of AI and Generative AI
- Role of AI in Business.
- Actual case studies transforming business with AI.
- Responsible AI
- Strategies for AI adoption

### Module 2: AI in Key Business

- AI in different domains marketing, HR, customer service, Marketing professionals
- Case studies

- Prompt engineering – various techniques
- Demo: Prompt engineering on Copilot desktop/ChatGPT
- Demo: Copilot on Microsoft 365 on Microsoft word, excel and PowerPoint. • Demo: AI tools like Canva, Gamma.ai

### **Module 3: Enhancing Business Strategies with AI**

- AI for Business Analytics: Using AI to analyse market trends and business performance.
- AI in Product Development: Customizing product offerings through AI-driven insights.
- Demo: Chatbot on copilot studio
- Demo: Custom copilot chatbot on copilot studio with proprietary dataset
- Demo: Agentic copilot