AI Fundamentals

Overview

This 1-day interactive workshop introduces AI fundamentals and practical applications tailored to various departments within an organization. Based on a pre-assessment of participants' AI familiarity, the content is customized to ensure relevance and accessibility. The workshop focuses on improving individual, team, and organizational productivity through easy-to-adopt AI tools. With hands-on, department-specific business cases and exercises, participants will explore how AI can drive operational efficiency and innovation across functions. Designed as a low-barrier entry into AI, the session equips attendees with practical insights for immediate application in their roles.

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: Understanding AI and Its Role in the Organization

- Introduction to AI and GenAI
- Understanding Backdrop of AI – Machine learning , NLP ,Automation.
- Understanding of AI in business transformation and real use case studies.
- Responsible
- Demo : machine learning , NLP

Module 2: Practical AI Applications for Business Improvement

- Use AI-powered analytics and reporting to refine each department's business case, optimizing it based on insights gained from earlier modules.
- Identify how AI enhances efficiency by streamlining decision-making and improving workflows across core departmental processes.

- Explore how AI tools analyse data, detect patterns, and predict outcomes to support data driven decisions tailored to different departmental contexts.
- Demo: M 365 copilot on marketing document , Presentations and Excel
- Explore gamma and Canva

Module 3: AI Adoption and Strategic Implementation Across Departments

- Learn practical steps to implement and scale AI across departmental functions, from pilot projects to full deployment
- Identify common challenges like data silos or employee resistance and explore AI-driven solutions to address them.
- Explore AI-driven ways to enhance collaboration between departments and finalize a refined business case and action plan.
- Demo: Walkthrough of creating a custom departmental Copilot chatbot (e.g., for HR FAQs or IT support).
- Demo: Agentic AI