

Artificial Intelligence for Leaders

Duration: 24 hours

Course Overview

This comprehensive course equips business leaders with the knowledge and tools to harness the transformative power of artificial intelligence (AI) in a strategic, ethical, and impactful way. Covering everything from foundational concepts to cutting-edge applications, participants will explore key AI technologies, learn about generative AI tools, and discover how to align AI initiatives with business strategies. With a focus on real-world applications, ethical considerations, and practical skills like prompt engineering, this program empowers leaders to drive innovation, foster organizational readiness, and create sustainable AI-driven growth while building trust with stakeholders.

Course Outcomes

- Understand the Fundamentals of AI and Generative AI
- Evaluate and Strategize AI Opportunities for Business
- Lead Ethically and Responsibly in an AI-Driven World
- Apply Prompt Engineering and AI Tools to Enhance Productivity

Course Contents

Module 1: Demystifying Artificial Intelligence

- What is AI? Plain-language explanations
- History, evolution, and key milestones in AI
- Types of AI: Narrow, General, and Superintelligence
- Business Applications of AI
- Common misconceptions and what leaders really need to know
- Live Demo: ChatGPT + DALL-E for Business Tasks

Module 2: AI Technologies and Business Applications

- Overview of Machine Learning, Deep Learning, and Natural Language Processing (NLP)
- Real-world applications across industries: marketing, HR, operations, finance, healthcare
- Case studies: How organizations are winning (or failing) with AI
- What's possible today vs what's hype

Module 3: Introduction to Generative AI

- What is Generative AI and how does it work?
- Key tools: ChatGPT, DALL·E, Copilot, etc.
- Use cases: Content creation, automation, personalization, decision support
- Risks and ethical considerations in GenAI
- Hands-On Activity: Prompt Engineering Basics
- Live Demo: Copilot + ChatGPT in Workflow

Module 4: Strategic AI Leadership

- The role of leaders in AI-driven transformation
- Building an AI vision aligned with business strategy
- Organizational readiness and change management
- Collaborating with tech teams: What leaders need to ask and know

Module 5: Responsible and Ethical AI

- Core principles of responsible AI
- Bias, transparency, explainability
- Legal and regulatory considerations
- Building trust with stakeholders: customers, employees, partners

Module 6: Prompt Engineering for Business Leaders

- What is prompt engineering? Why it matters
- Designing effective prompts for business needs (summarization, insights, content generation)
- Hands-on examples using ChatGPT (no coding required)
- Guidelines for delegating prompt-based tasks in teams

Module 7: Driving Innovation and AI Adoption

- Identifying high-value AI opportunities
- Piloting and scaling AI projects
- Leadership traits for the AI era
- Capstone exercise: Drafting an AI roadmap or use case plan