

KOENIG SOLUTIONS • COURSE OUTLINE

AI for Leaders: GenAI, Prompts & Ethics

Learn to evaluate AI and generative AI tools, craft effective prompts, and lead AI adoption ethically and strategically.

24 Hours

DURATION

7

MODULES

30

TOPICS

2

HANDS-ON ACTIVITIES

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.

WHO THIS COURSE IS FOR

Business Leaders

Executives

Team Managers

Strategy Leads

Innovation Managers

LEARNING OBJECTIVES

- 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

7 Modules, 30 Topics

01

Demystifying Artificial Intelligence

TOPICS

- 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

02

AI Technologies and Business Applications

TOPICS

- 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

03

Introduction to Generative AI

TOPICS

- 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
- **Live Demo:** Copilot + ChatGPT in Workflow

HANDS-ON ACTIVITY

- Prompt Engineering Basics

04

Strategic AI Leadership

TOPICS

- 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

05

Responsible and Ethical AI

TOPICS

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

06

Prompt Engineering for Business Leaders

TOPICS

- 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

07

Driving Innovation and AI Adoption

TOPICS

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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

✉ info@koenig-solutions.com