

KOENIG SOLUTIONS • COURSE OUTLINE

GenAI for Leaders: Strategic AI Leadership & Ethics

Learn to evaluate AI technologies, lead ethical AI adoption, and apply prompt engineering to drive business innovation.

24 Hours

DURATION

7

MODULES

59

TOPICS

COURSE OVERVIEW

This course equips business leaders with the knowledge and strategic insights needed to harness the power of AI for innovation, efficiency, and ethical decision-making. Covering key AI technologies, practical applications, leadership strategies, and responsible AI practices, participants will learn how to integrate AI into their business models while navigating risks and challenges. Through case studies, interactive discussions, and hands-on exercises, leaders will gain a comprehensive understanding of AI's impact and develop the skills to drive AI adoption within their organizations. Whether exploring generative AI, prompt engineering, or AI-driven business transformation, this course provides a roadmap for executives to lead with confidence in the AI era.

WHO THIS COURSE IS FOR

Business Executives

Senior Managers

Team Leaders

Innovation Managers

Digital Transformation Leaders

PREREQUISITES

- Students should have access to tools like Midjourney and GPT 4 or advance version for practical understanding.

LEARNING OBJECTIVES

This course is designed for professionals seeking advanced knowledge in data science and machine learning techniques.

- 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, 59 Topics

01

Demystifying Artificial Intelligence

TOPICS

- What is AI?
- History & Evolution
- Types of AI
- Business Applications
- Common Misconceptions
- AI vs Business Intelligence
- AI maturity models
- **Case:** Netflix recommendation engine
- **Business simulation:** “Spot the AI”

02

AI Technologies and Business Applications

TOPICS

ML, DL, NLP overview · Applications across sectors · Real vs Hype · RPA vs AI comparison · **Case:** Amazon’s demand forecasting · Intro to vector embeddings & search · Case Study Discussion · Sector Deep Dive

03

Introduction to Generative AI

TOPICS

What is GenAI? · Key Tools · Use Cases · Risks & Ethics · GenAI and intellectual property risks · **Demo:** Midjourney/Runway use · **Case:** Bloomberg GPT in finance · Exploring various tools

04

Strategic AI Leadership

TOPICS

- Role of AI leaders
- Building vision
- Change management
- Collaboration with tech
- AI leadership competency framework
- **Case:** IKEA’s AI driven logistics
- **Exercise:** Drafting an AI org chart
- Role Play and Strategy Canvas Exercise

05

Responsible and Ethical AI

TOPICS

- Core principles
- Bias & Explainability
- Legal Landscape
- Stakeholder Trust
- UNESCO AI Ethics recommendations
- Real-world ethical failure: COMPAS system
- AI Transparency scorecard creation
- Ethical Debate
- Case Simulation

06

Prompt Engineering for Business Leaders

TOPICS

- What is Prompt Engineering
- Designing Prompts
- Business Use Cases
- Delegation
- Prompt chaining for business workflows
- Reverse-engineering poor prompts
- Prompt templates for functions (HR, Sales, Ops)
- Prompt Lab
- Pair Exercise

07

Driving Innovation and AI Adoption

TOPICS

Identifying Opportunities · Piloting & Scaling · AI-Ready Culture · Leadership Traits · AI Innovation Canvas · **Case:** Zara's AI-powered inventory model · **Capstone:** Use Case/AI Roadmap + Pitch · Innovation Workshop

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

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