

KOENIG SOLUTIONS • COURSE OUTLINE

AI for Business Users: Strategy & Ethics

Learn to apply AI to improve business processes, security and user experience while managing strategy, risk and ethical considerations.

16 Hours

DURATION

4

MODULES

15

TOPICS

COURSE OVERVIEW

This course provides a comprehensive exploration of Artificial Intelligence, covering fundamental concepts, historical milestones, and real-world applications. Participants will gain insights into AI's role in business, learning how it enhances user experience, secures assets, optimizes processes, and enables predictive systems. The syllabus also delves into AI business requirements, equipping learners with strategies for aligning AI with digital transformation, ESG initiatives, and organizational resources. Additionally, the course addresses the risks associated with AI, including data security, governance, and ethical considerations, while examining key global regulations. Case studies throughout the course ensure practical understanding, helping learners navigate AI's impact with confidence and strategic foresight.

WHO THIS COURSE IS FOR

Business Professionals, Managers, CEOs, etc

LEARNING OBJECTIVES

- Learn AI fundamentals and its application in business
- Apply AI for enhanced user experience, audience segmentation, asset security, and process optimization
- Develop and implement effective AI strategies based on business requirements and data analysis
- Identify and address AI-related risks and ethical considerations

4 Modules, 15 Topics

01

AI Fundamentals

DEFINE AI CONCEPTS

- Understanding the concepts like Artificial Intelligence, General AI, Narrow AI, Machine Learning and its types, Reinforcement learning, Deep Learning, Robotics - Natural Language Processing (NLP), Computer vision etc.

ACKNOWLEDGE THE HISTORY OF AI

- Exploring the concepts like Timeline, Contributors such as Turing, IBM Deep Blue, DeepMind and enabling Technologies such as Cloud, Big data, Graphics Processing Units (GPU), etc.
- Case studies

02

AI in Business

IMPROVE USER EXPERIENCE

- Exploring UX based components such as Chatbot, Assist Agents, Sentiment Analysis, Natural Language Processing, Emotion AI, Web personalization, Recommender systems, etc.

SEGMENT AUDIENCES

- Target campaigns - Predictive systems

SECURE ASSETS

- Understanding Threat analysis, Cloud security, IT Asset Management, Identify fraud, Notifications, Risk detection etc.

OPTIMIZE PROCESS

- Understanding Industrial robots, Autonomous vehicles, Robotic Process Automation (RPA) along with the concepts like Predictive analytics, AI-enabled Supplier Relationship Management (SRM), Cloud virtualization, Route optimization, etc.
- Case studies

03

AI Business Requirements

DEVELOP AN AI STRATEGY

- Know how to align AI to organizational initiatives along with concepts like Digital transformation, Data strategy, Business strategy, Align with Environmental, Social, and Governance (ESG) initiatives, Diversity, equity, and inclusion, Sustainability, Data protection, Organizational Resources, Talent resources, Data resources, Computing resources, Budget resources, Stakeholders, Competitive considerations etc.

IDENTIFY DATA AND DESIGN REQUIREMENTS

- Quantify value proposition, Identifying use cases, Review data quality
- Case Studies

04

Risk with AI

IDENTIFY ORGANIZATIONAL CONSIDERATIONS

- Employee impact - Organizational readiness (change management)

IDENTIFY DATA RISKS

- Data quality - Data security - Data control

IDENTIFY GOVERNANCE

- Ethical considerations - Privacy, Accountability, Transparency, Bias, Legal/regulatory considerations - EU AI Act - U.S. AI Bill of Rights - DoD AI Principles
- Case Studies

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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