



Objective:

This program is designed to equip participants with foundational knowledge and practical skills in Artificial Intelligence (AI). It explores the latest trends, tools, and strategies for leveraging AI to enhance decision-making, streamline operations, and drive business growth.

Through engaging discussions, real-world case studies, and hands-on activities, participants will develop actionable insights to integrate AI into their personal or organizational workflows effectively.

Outcome:

- **Foundational Knowledge:** Gain a comprehensive understanding of AI, its evolution, and its components such as machine learning and natural language processing.
- **Practical Applications:** Learn how AI is transforming industries and discover actionable use cases for your business.
- **Hands-On Skills:** Experience practical exercises using AI tools and platforms like ChatGPT, automation software, and more.
- **Strategic Implementation:** Develop an AI roadmap to future-proof your business or career.

Program Content & Highlight:

Module 1: Introduction to Artificial Intelligence

- Definition and Evolution of AI
- Key Components: Machine Learning, Deep Learning, and Natural Language Processing
- Overview of AI Applications Across Industries

Module 2: Trends and Use Cases in AI

- ✚ Emerging Trends in AI
- ✚ Case Studies: Real-Life Success Stories in Business Applications
- ✚ Interactive Activity: Brainstorming AI Opportunities in Participants' Industries

Module 3: Data as the Foundation of AI

- ✚ Importance of Data in AI Development
- ✚ Types of Data: Structured vs. Unstructured
- ✚ Tools for Data Collection, Cleaning, and Management
- ✚ Practical Exercise: Hands-on Data Cleaning

Module 4: Ethical and Regulatory Considerations in AI

- ✚ Ethical Challenges in AI: Bias, Privacy, and Job Displacement
- ✚ AI Governance and Global Regulations
- ✚ Group Discussion: Ethical Scenarios in AI

Module 5: Introduction to AI Tools and Platforms

- ✚ Overview of Popular AI Tools (e.g., ChatGPT, TensorFlow, IBM Watson)
- ✚ How to Choose the Right Tool for Your Needs
- ✚ Demo: Setting Up and Using ChatGPT for Business

Module 6: AI-Driven Marketing and Sales Strategies

- ✚ Personalization Using AI
- ✚ Chatbots and AI for Customer Engagement

Module 7: AI for Process Automation and Productivity

- ✚ Introduction to Process Automation with AI
- ✚ Tools for Automation: Zapier, RPA, and More
- ✚ Practical Activity: Designing an AI Workflow for a Real-Life Scenario

Module 8: Future-Proofing Your Skills and Business with AI

- ✚ How to Stay Updated with AI Advancements
- ✚ Building a Company Culture That Embraces AI
- ✚ Group Activity: Developing an AI Roadmap for Participants' Organizations

Session 9: Q&A and Closing