

# € TRAINING

Comprehensive AI and Machine Learning for  
Business



15 - 26 September 2024  
Istanbul (Turkey)



# Comprehensive AI and Machine Learning for Business

REF: B2703 DATE: 15 - 26 September 2024 Venue: Istanbul (Turkey) - Fee: 8775 Euro

## Introduction:

This training program is designed to provide IT professionals with a thorough understanding of artificial intelligence AI and machine learning ML principles and their practical applications in a business context. It covers foundational concepts, advanced techniques, and real-world implementation strategies. Participants will gain the skills necessary to leverage AI and ML technologies to enhance business operations, develop intelligent systems, and drive innovation within their organizations.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand the core principles and concepts of AI and machine learning.
- Apply AI and ML techniques to solve business problems and improve decision-making.
- Implement generative AI and automation strategies within business processes.
- Analyze and integrate AI tools and technologies into business strategies.
- Address ethical considerations and manage risks associated with AI deployment.
- Explore the historical evolution of AI and its foundational theories.
- Develop and evaluate AI models and intelligent systems.
- Utilize AI development tools and platforms for practical applications.
- Assess the impact of AI on business and develop strategies for future integration.

## Targeted Audience:

- IT professionals.
- Business analysts.
- Data scientists.
- Technology managers.
- Decision-makers involved in strategic planning and technology integration.

## Program Outline:

## Unit 1:

### Introduction to AI and Machine Learning:

- Overview of artificial intelligence and machine learning.
- Key concepts and terminologies in AI and ML.
- Historical evolution and foundational theories of AI.
- Overview of AI applications in various industries.
- Introduction to the AI development lifecycle.

## Unit 2:

### Generative AI and Tools:

- Understanding generative AI and its capabilities.
- Tools and technologies for generative AI.
- Practical applications of generative AI in business.
- Successful generative AI implementations.
- Hands-on exercises with generative AI tools.

## Unit 3:

### Expert Systems and Machine Learning Concepts:

- Introduction to expert systems and their components.
- Fundamental concepts of machine learning and algorithms.
- Supervised vs. unsupervised learning.
- Introduction to neural networks and deep learning.
- Expert systems and machine learning models.

## Unit 4:

### AI in Business:

- Applications of AI in business operations.
- Enhancing customer experiences with AI.

- AI-driven decision support systems.
- AI for process optimization and efficiency.
- Case studies of AI impact in business.

## Unit 5:

### Implementing Generative AI in Business:

- Strategies for integrating generative AI into business processes.
- Identifying opportunities for generative AI applications.
- Developing and deploying generative AI solutions.
- Evaluating the impact of generative AI on business performance.
- Best practices for managing generative AI projects.

## Unit 6:

### AI and Automation in Business Strategy:

- Role of AI and automation in business strategy development.
- Implementing AI and automation for strategic advantage.
- Aligning AI initiatives with business objectives.
- Measuring the effectiveness of AI-driven automation.
- Tools and frameworks for AI and automation strategy.

## Unit 7:

### Ethical Approaches to AI and Risk Management:

- Understanding ethical considerations in AI deployment.
- Managing risks associated with AI technologies.
- Developing ethical guidelines and policies for AI use.
- Ethical issues in AI applications.
- Strategies for risk assessment and mitigation in AI projects.

## Unit 8:

### Principles of AI Toward Problem Solving:

- AI principles for problem-solving and decision-making.
- Knowledge representation and inference techniques.
- Developing AI solutions for complex problems.
- Applications of AI in problem-solving.
- Exercises with AI problem-solving techniques.

## Unit 9:

### AI Development Tools and Techniques:

- Overview of AI development tools and platforms.
- Introduction to programming languages for AI e.g., Python, R.
- Tools for data mining and analysis.
- Developing and evaluating AI models using development tools.
- Famous AI Development Tools.

## Unit 10:

### Exploring Intelligent Systems and Applications:

- Overview of intelligent systems and their applications.
- Investigating applications of AI techniques in various domains.
- Machine learning models.
- Assessing the current scope and potential of intelligent systems.
- Future trends and innovations in AI and machine learning.