

# € TRAINING

AI Impact on Business



23 - 27 February 2025  
Istanbul (Turkey)



# AI Impact on Business

REF: W2541 DATE: 23 - 27 February 2025 Venue: Istanbul (Turkey) - Fee: 5850 Euro

## Introduction:

This training program is designed to provide participants with a comprehensive understanding of the impact of Artificial Intelligence AI on modern business operations. It will explore the various applications of AI in business and provide participants with the knowledge and skills needed to harness the power of AI for organizational success.

## Program Objectives:

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

- Understand the fundamentals of Artificial Intelligence AI and its impact on business.
- Identify key AI technologies and their applications in different business domains.
- Explore case studies of successful AI implementation in various industries.
- Develop strategies to leverage AI technologies to drive innovation and improve business performance.
- Gain practical experience through hands-on exercises and simulations.

## Targeted Audience:

- Business executives and leaders seeking to understand the implications of AI on their organizations.
- Technology professionals interested in leveraging AI to drive innovation and growth within their businesses.
- Entrepreneurs and startup founders aiming to harness AI technologies to gain a competitive edge in their industries.
- Marketing and sales professionals looking to capitalize on AI-driven insights and strategies to enhance business outcomes.
- Decision-makers across industries eager to explore the potential of AI to transform business operations and drive efficiencies.

## Program Outline:

### Unit 1:

#### Introduction to Artificial Intelligence AI in Business:

- Understanding Artificial Intelligence AI and its applications.

- Overview of AI technologies machine learning, deep learning, natural language processing.
- Benefits of AI adoption for businesses.
- Challenges and considerations for implementing AI in business.

## Unit 2:

### AI Applications in Marketing and Sales:

- Using AI for customer segmentation and targeting.
- Personalization and recommendation systems.
- AI-powered sales forecasting and lead generation.
- Case studies of successful AI implementation in marketing and sales.

## Unit 3:

### AI Applications in Operations and Supply Chain Management:

- Optimizing supply chain processes with AI.
- Predictive maintenance and asset management.
- Inventory optimization and demand forecasting.
- Real-time logistics and transportation management.

## Unit 4:

### AI Applications in Finance and Risk Management:

- AI-powered fraud detection and prevention.
- Algorithmic trading and investment management.
- Credit scoring and risk assessment.
- Regulatory compliance and governance.

## Unit 5:

### Implementing AI Strategies for Business Success:

- Developing an AI strategy for your organization.



- Overcoming challenges and barriers to AI adoption.
- Ethical considerations and responsible AI practices.
- Action planning and next steps for AI implementation.