TEMARIO

AI+ Executive™ (8 Hours)

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AI+ Executive™ is a comprehensive training designed for business leaders; candidates will gain the knowledge and insights needed to strategically leverage artificial intelligence within your organization. The candidates will explore real-world use cases, ethical considerations, and the latest AI trends, which will empower them to make informed decisions and lead their organization into an era of AI-driven success.

Objectives

- Understand the fundamental principles of AI, Machine Learning, and Big Data, and their interdependencies.
- Learn how to apply AI technologies to enhance decision-making and strategy in various business domains such as marketing, finance, and human resources.
- Gain insights into how AI-driven strategies can lead to significant economic, organizational, and governance transformations.
- Analyze the impact and ethical considerations of AI across different industries, with a focus on case studies and real-world applications.
- Develop skills to lead organizational change, foster AI-adaptive cultures, and design effective team development and AI training programs.

Target Audience

- Business Managers
- CXOs
- IT Project Manager

Prerequisites

Recommended:

- Basic understanding of how businesses operate.
- General familiarity with digital tools and concepts.
- Some knowledge of how choices are made in organizations.
- Curiosity about the potential of artificial intelligence in businesses.

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Modulo 1: Understanding AI

Learning objectives

- Introduction to AI in Business
- Basic Concepts of AI
- History and Evolution of AI in Business
- Importance of AI in Modern Business Practices

Modulo 2: AI Technologies and Business Implications

Learning objectives

- Big Data Concepts
- Machine Learning
- Natural Language Processing NLP and Chatbots
- Robotics and Automation
- AI Tools Demonstration

Modulo 3: AI Strategy for Executives

Learning objectives

- Strategic AI Development
- AI and Business Alignment
- Measuring AI ROI

Modulo 4: Ethical Legal and Societal Considerations

Learning objectives

- Ethics in AI
- AI and Privacy Laws
- AI Governance

Modulo 5: Managing AI projects

Learning objectives

- AI Project Management
- Leading AI Teams
- Case Study Analysises

Modulo 6: AI and the Future of Work

Learning objectives

- Impact on the Workforce
- Skills for the AI Era
- Future Trends in AI

Modulo 7: DepartmentSpecific AI Applications

Learning objectives

- Finance and Accounting
- Marketing and Sales
- Human Resources

Modulo 8: Interactive Workshop

Learning objectives

- AI Integration Planning
- Workshop Activities

Contacto

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