



Generative AI Models for Business Innovation & Smart Applications

15 – 19 March 2027
Barcelona (Spain)



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Introduction

This Generative AI Models for Business Innovation & Smart Applications course provides a structured exploration of generative AI models and their impact on modern business environments. It explains how AI-driven systems transform innovation, automation, and decision-making across industries. Participants will understand how generative AI supports smart applications in real operational contexts. The program highlights how organizations integrate AI tools to improve efficiency and productivity. It introduces key concepts of enterprise AI adoption and intelligent workflow design. Learners will gain a clear theoretical foundation for applying AI in business innovation strategies.

Targeted Groups

This Generative AI Models for Business Innovation & Smart Applications training targets professionals seeking knowledge and skills:

- Business managers exploring AI-driven transformation.
- Digital transformation specialists improve organizational systems.
- IT professionals working with AI solutions.
- Data analysts focus on intelligent insights.
- Innovation leaders develop smart applications.
- Marketing professionals use AI for customer engagement.
- Entrepreneurs adopt generative AI tools.
- Strategy consultants supporting AI adoption projects.

Course Objectives

Participants will achieve the following objectives by completing the Generative AI Models for Business Innovation & Smart Applications course:

- Understand core principles of generative AI models and architectures.
- Identify business use cases for AI-driven innovation and automation.
- Analyze how AI enhances decision-making and operational efficiency.
- Explore applications of generative AI in business strategy development.
- Recognize AI tools supporting workflow optimization and productivity.
- Evaluate ethical and governance considerations in AI adoption.
- Apply theoretical frameworks for enterprise AI integration planning.
- Assess smart applications of AI in real business environments.
- Understand prompt engineering concepts for business solutions.
- Develop insight into AI-enabled digital transformation strategies.

Targeted Competencies

Participants will gain the following competencies during the Generative AI Models for Business Innovation & Smart Applications program:

- Ability to interpret generative AI models in business contexts.
- Skills in identifying AI-driven innovation opportunities.
- Understanding of AI-powered workflow optimization concepts.
- Competence in evaluating smart business applications of AI tools.
- Awareness of enterprise AI integration approaches.
- Analytical thinking for AI-supported decision processes.
- Knowledge of AI adoption challenges and solutions.
- Understanding of business-oriented prompt design principles.

Studying Scenarios

In this Generative AI Models for Business Innovation & Smart Applications training, participants develop skills through the following scenarios:

- AI-driven product development and innovation strategy planning.
- Business process automation using generative AI systems.
- Smart customer engagement powered by AI content generation.
- Decision-making enhancement through AI-based analytics insights.
- Enterprise workflow redesign using intelligent AI applications.

Course Content

Unit 1: Foundations of Generative AI in Business

- Introduction to generative AI models and core concepts.
- Evolution of AI technologies in business environments.
- Understanding machine learning and neural network basics.
- Overview of enterprise AI adoption trends.
- Role of generative AI in business transformation.
- Key differences between traditional AI and generative systems.
- Business value of AI-powered innovation strategies.
- Overview of smart applications in modern enterprises.

Unit 2: AI Models and Business Innovation Frameworks

- Structure and functioning of large language models.
- Generative AI models for business problem-solving.
- AI-driven innovation frameworks in organizations.
- Use of predictive and generative systems in strategy.
- Mapping AI capabilities to business needs.
- Model selection for enterprise use cases.
- Integration of AI into digital business ecosystems.
- Role of data in shaping AI innovation outcomes.

Unit 3: Smart Applications and Enterprise Use Cases

- AI-powered customer service and engagement tools.
- Generative AI for marketing content and personalization.
- Business intelligence enhancement through AI systems.
- AI applications in financial forecasting and planning.
- Smart automation in operations and supply chain.
- AI-based decision support systems in organizations.
- Use of AI in human resource optimization.
- Real-world enterprise AI transformation examples.

Unit 4: Prompt Engineering and AI Optimization

- Fundamentals of prompt engineering for business use.
- Designing effective prompts for AI models.
- Optimizing AI outputs for business relevance.
- Structuring inputs for improved generative results.
- Advanced prompting techniques for enterprise tasks.
- AI communication strategies for better accuracy.
- Iterative refinement of AI-generated outputs.
- Practical applications of prompt engineering in workflows.

Unit 5: AI Strategy, Ethics, and Future Trends

- Strategic planning for AI adoption in organizations.
- Governance models for enterprise AI systems.
- Ethical considerations in generative AI deployment.
- Risk management in AI-driven business environments.
- Future trends in generative AI technologies.
- AI transformation roadmaps for enterprises.
- Sustainability and scalability of AI applications.
- Emerging opportunities in smart AI ecosystems.



Final Insights & Key Takeaways

Generative AI is reshaping business innovation by enabling smarter, faster, and more adaptive decision systems. Organizations that understand AI models and their applications gain a competitive advantage in digital transformation.