



Enterprise Innovation and Market Planning Using AI Business Strategy

2 – 6 August 2027
Madrid (Spain)



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Introduction

This Enterprise Innovation and Market Planning Using AI Business Strategy course explores how artificial intelligence reshapes modern enterprise innovation and strategic market planning. It provides a structured understanding of how organizations design data-driven growth models using AI-powered business strategy. Learners will examine how intelligent systems improve forecasting, customer insights, and competitive positioning. The program highlights practical frameworks for aligning innovation with market demand using AI tools. It focuses on digital transformation practices that enhance strategic decision-making. Overall, it builds a strong foundation for applying AI in enterprise innovation and market planning.

Targeted Groups

This Enterprise Innovation and Market Planning Using AI Business Strategy training targets professionals seeking knowledge and skills:

- Business strategists improve AI-driven decision-making models.
- Marketing professionals working on digital transformation.
- Product managers designing innovation-led solutions.
- Data analysts supporting market intelligence systems.
- Entrepreneurs scaling AI-powered business models.
- Consultants guiding enterprise innovation strategies.
- Corporate planners optimize market expansion approaches.
- Technology leaders integrate AI in strategic planning.

Course Objectives

Participants will achieve the following objectives by completing the Enterprise Innovation and Market Planning Using AI Business Strategy course:

- Understand AI-based principles and frameworks for enterprise innovation.
- Analyze market trends using AI-driven business intelligence tools.
- Develop strategic market planning models supported by predictive analytics.
- Apply AI for customer segmentation and behavioral insights.
- Design innovation strategies aligned with business growth goals.
- Evaluate competitive positioning using AI market analysis systems.
- Integrate digital transformation methods into strategic planning processes.
- Enhance decision-making through data-driven AI business strategy models.
- Build sustainable innovation pipelines using intelligent forecasting tools.

Targeted Competencies

Participants will gain the following competencies during the Enterprise Innovation and Market Planning Using AI Business Strategy program:

- Strategic thinking using AI-powered innovation frameworks.
- Market analysis skills using predictive intelligence tools.
- Business modeling for AI-driven enterprise transformation.
- Data interpretation for strategic market insights.
- Innovation design aligned with digital business ecosystems.
- Competitive intelligence development using AI systems.
- Decision optimization through analytical business models.

Studying Scenarios

In this Enterprise Innovation and Market Planning Using AI Business Strategy training, participants develop skills through the following scenarios:

- Designing AI-based market entry strategies for new industries.
- Analyzing customer behavior using predictive analytics models.
- Developing innovation roadmaps for digital transformation projects.
- Evaluating competitors using AI-powered market intelligence systems.
- Building enterprise growth strategies based on real-time data insights.

Course Content

Unit 1: Foundations of AI in Enterprise Innovation

- Introduction to AI in enterprise innovation strategy development.
- Core principles of AI business strategy and digital transformation.
- Role of machine learning in modern market planning systems.
- Understanding enterprise innovation frameworks and AI integration.
- Evolution of AI-driven business models in global markets.
- Impact of artificial intelligence on strategic decision-making.
- Key drivers of innovation in AI-powered organizations.
- Fundamentals of data-driven enterprise transformation processes.

Unit 2: AI-Driven Market Research and Analysis

- Market intelligence systems powered by AI analytics tools.
- Data collection methods for AI-based market research.
- Predictive analytics for market trend identification.
- Customer segmentation using AI algorithms and insights.
- Behavioral analysis techniques in digital market environments.
- Competitive market analysis using intelligent data systems.
- AI-supported demand forecasting and market evaluation.
- Extracting insights from structured and unstructured data sources.

Unit 3: Strategic Market Planning with AI Systems

- Designing AI-based market planning frameworks for enterprises.
- Aligning business strategy with predictive market intelligence.
- Building adaptive market strategies using real-time analytics.
- Scenario planning using AI simulation models.
- Risk assessment in AI-supported strategic planning.
- Optimization of marketing strategies using intelligent systems.
- Resource allocation based on AI-driven forecasting models.
- Developing scalable market expansion strategies.

Unit 4: Enterprise Innovation and AI Business Models

- Creating AI-powered business model innovation strategies.
- Digital transformation pathways for enterprise competitiveness.
- Integrating AI into product and service innovation cycles.
- Designing value propositions using AI market insights.
- Business process optimization through intelligent automation.
- Innovation lifecycle management using AI-driven systems.
- Developing sustainable enterprise innovation frameworks.
- Enhancing organizational agility through AI integration.

Unit 5: Implementation of AI Business Strategy Systems

- Deployment of AI tools in enterprise strategic operations.
- Building AI governance frameworks for business strategy execution.
- Performance measurement using AI-driven KPIs and analytics.
- Monitoring market performance through intelligent dashboards.
- Continuous improvement in AI-based business strategies.
- Scaling innovation initiatives using data-driven insights.
- Integration of AI platforms into enterprise ecosystems.
- Future trends in AI-driven enterprise innovation planning.



Final Insights & Key Takeaways

AI is transforming enterprise innovation and strategic market planning into a fully data-driven discipline. Organizations that adopt AI business strategy frameworks achieve stronger competitiveness, agility, and long-term market growth.