



AI-Driven Business Management and HR Strategy Course

9 – 13 May 2027
Dubai (UAE)





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AI-Driven Business Management and HR Strategy Course is a five-day course for business and HR leaders who must decide where artificial intelligence fits across operations, planning, leadership and people management. It looks beyond the HR function to organization-wide transformation. You leave with an AI Adoption Roadmap that ranks use cases for your organization. Mercury Training Center runs this course for leaders of both business and HR.

About This Course

Many organizations buy AI tools one department at a time, so operations, finance and HR end up with disconnected pilots and no shared rules. To follow the course you should already lead a team, a function or a transformation effort. You practice by assessing real use cases, then build one roadmap that covers business and HR together.

Who It Is For

- People who run business units, operations or administrative services
- People who lead HR, talent or learning and development functions
- People who shape strategy, planning or organization-wide digital transformation
- People who analyze business and workforce data for senior decisions
- People who found or manage growing companies and set their operating model

This course is not for HR specialists who want AI tools for the HR function alone, who are better served by an AI in HR course, or for engineers who build AI models, who are better served by a technical machine learning course.

Competencies You Will Build

- AI opportunity scanning: spots where AI can improve planning, operations and people decisions.
- Data-led decisions: reads business intelligence and predictive analytics before committing resources.
- Process automation design: chooses which workflows to automate and which to keep with people.
- Workforce analytics use: applies AI insight to hiring, retention, performance and engagement.
- Digital leadership: leads teams through AI-driven change and human-AI collaboration.
- Responsible AI governance: sets ethics, privacy and compliance rules for AI use.

What You Will Be Able to Do

By the end of the course you will be able to:

- From a list of operational pain points, select AI use cases and estimate their effect on planning and productivity.
- Given sales, cost and staffing data, build a predictive planning view for the next period.
- Using a process map, decide which administrative steps to automate and who checks the output.
- Given recruitment and attrition records, apply predictive analytics to retention and hiring choices.
- From an AI use case, run an ethics, privacy and data protection review.
- Using a scoring grid, rank AI initiatives across business and HR and set their order.

Course Content

Day 1: AI Foundations for Business Leaders

- AI Concepts, Evolution and Business Applications
- Machine Learning in Management Settings
- Business Intelligence and Data-Driven Decision Principles
- AI in Operational Management and Planning
- AI Adoption Challenges and Intelligent Management Trends

Day 2: Strategy, Operations and Risk With AI

- AI-Supported Strategic Management Frameworks
- Predictive Business Analytics for Organizational Planning
- Risk Management and Forecasting With AI Systems
- Resource Allocation and AI-Supported Financial and Operational Planning
- Business Process Automation and Competitive Advantage

Day 3: AI Across the HR Lifecycle

- AI-Powered HR Systems and Human Capital Management
- Recruitment, Automated Screening and Assessment
- Onboarding and Intelligent Learning Systems
- Predictive Workforce Planning and Retention Analysis
- Future Workforce Trends Under Automation

Day 4: Performance, Engagement and Digital Leadership

- AI in Performance Evaluation, Goal Setting and Tracking
- Productivity Monitoring and Workforce Analytics
- Engagement Analysis, Feedback Systems and Personalized Development
- Digital Leadership and AI in Leadership Development
- Change Management During AI Transformation

Day 5: Governance Practice and Your Roadmap

- Exercise: Ethics, Privacy and Data Protection Review of an AI Use Case
- Exercise: Drafting an AI Governance and Compliance Framework
- Exercise: Human-AI Collaboration Design for an Operations Team
- Exercise: Ranking AI Use Cases Across Business and HR
- Completing Your AI Adoption Roadmap

Case Studies and Exercises

The following are suggested activities.

- Case study: A retail chain wants AI demand forecasts to drive both stock and staff rosters; you decide how operations and HR share the data and the decision.
- Case study: A logistics firm automates route planning and back-office tasks; you produce a redeployment and reskilling plan.
- Exercise: A hospital group considers AI screening for nursing hires; you produce an ethics and bias review.
- Exercise: A bank's leadership team must choose between several AI pilots; you produce a ranked shortlist.

What You Take Back

The AI Adoption Roadmap is a plan you build across the five days for your own organization, covering business operations and HR together. In your first month back, use it to agree priorities with leadership, set governance rules and launch the first pilot with clear owners.

- A ranked list of AI use cases across business and HR
- A process automation and human review plan
- An ethics, privacy and governance checklist
- A change and reskilling plan for affected teams

Quick Answers FAQ

What should I know before an AI-driven business management and HR strategy course?

You should already lead a team, a function or a transformation effort and use business or workforce reports. No coding or data science background is required.

How does an AI business management and HR strategy course differ from an AI in HR course?

The business and HR strategy course covers operations, planning, risk and leadership as well as HR, for business and HR leaders together. An AI in HR course stays inside the HR function, which suits HR specialists choosing tools for recruitment, performance and engagement.

Where should an organization start with AI in business management?

Start with a few use cases that have clean data, a clear owner and a measurable effect, such as forecasting or routine administrative work. Set governance and privacy rules before scaling.

What do I take back from an AI-driven business management and HR strategy course?

You take back the AI Adoption Roadmap, built for your own organization. It holds ranked use cases, an automation plan, a governance checklist and a change and reskilling plan.

For Your Manager

After the course, the team member will be able to identify AI use cases across operations and HR, judge them on data and risk, set governance rules and lead the people side of adoption. They return with an AI Adoption Roadmap for the organization, first used to agree priorities with leadership and launch the first pilot.