



Business Management & Human Resources Using Artificial Intelligence Course

5 – 9 July 2027
Barcelona (Spain)



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Introduction

Artificial intelligence is transforming the way organizations manage business operations, workforce planning, employee engagement, and strategic decision-making. This Business Management & Human Resources Using Artificial Intelligence course provides participants with an understanding of how AI technologies can improve business management and modern human resources practices across different industries. Participants explore practical approaches to integrating intelligent systems into recruitment, performance management, workforce analytics, leadership development, and operational planning. The program examines how data-driven decision-making supports productivity improvement, talent optimization, and organizational growth in competitive business environments. It improves ethical AI implementation, digital transformation strategies, employee experience, and the future workforce trends influenced by automation and intelligent technologies. Participants gain the advanced theoretical knowledge and practical insights needed to support AI-powered business management and HR transformation initiatives effectively.

Targeted Groups

This Business Management & Human Resources Using Artificial Intelligence training targets professionals seeking knowledge and skills:

- Human resources managers and HR specialists.
- Business managers and department supervisors.
- Organizational development professionals.
- Talent acquisition and recruitment officers.
- Learning and development specialists.
- Workforce planning professionals.
- Digital transformation managers.
- Employee performance management teams.
- Operations and administrative professionals.
- Business analysts and strategy professionals.
- Corporate training coordinators.
- Entrepreneurs and startup managers.
- Leadership and executive management teams.
- Professionals involved in AI-driven business innovation.

Course Objectives

Participants will achieve the following objectives by completing the Business Management & Human Resources Using Artificial Intelligence course:

- Understand AI concepts in business and HR environments.
- Analyze AI applications in workforce management.
- Evaluate AI-driven recruitment and talent acquisition methods.
- Identify intelligent business process optimization techniques.
- Understand predictive analytics in HR decision-making.
- Examine AI tools to improve employee engagement.
- Explore AI-based performance management systems.
- Analyze workforce planning using data analytics.
- Understand automation in administrative operations.
- Evaluate ethical considerations in AI implementation.
- Improve strategic business decision-making capabilities.
- Examine AI applications in leadership development.
- Understand digital transformation strategies in organizations.
- Analyze employee experience enhancement methods.
- Evaluate organizational productivity improvement approaches.
- Explore future trends in AI-powered business operations.

Targeted Competencies

Participants will gain the following competencies during the Business Management & Human Resources Using Artificial Intelligence program:

- Business process analysis using AI concepts.
- AI-supported workforce planning skills.
- Strategic HR decision-making capabilities.
- Data interpretation for business management.
- Employee performance analytics understanding.
- Recruitment process optimization techniques.
- Digital transformation planning capabilities.
- Organizational productivity evaluation skills.
- AI-based leadership supports understanding.
- Human capital management improvement methods.
- Business intelligence interpretation abilities.
- Talent management strategy development.
- Ethical AI implementation awareness.
- Employee engagement enhancement approaches.
- Operational efficiency analysis capabilities.
- AI integration planning for organizations.

Studying Scenarios

In this Business Management & Human Resources Using Artificial Intelligence training, participants develop skills through the following scenarios:

- Analyzing AI-supported employee recruitment processes.
- Evaluating workforce productivity improvement cases.
- Studying predictive analytics in employee retention.
- Reviewing AI-driven business decision-making models.
- Examining automated HR operations and workflows.
- Analyzing employee engagement enhancement strategies.
- Evaluating organizational digital transformation scenarios.
- Studying leadership development using intelligent systems.
- Reviewing talent management optimization case studies.
- Examining ethical AI implementation challenges in organizations.

Course Content

Unit 1: Foundations of Artificial Intelligence in Business Management

- Introduction to artificial intelligence concepts and business applications.
- Evolution of AI technologies in modern organizations.
- AI-driven business transformation fundamentals.
- Understanding machine learning in management environments.
- Business intelligence and data-driven decision-making principles.
- AI applications in operational management and planning.
- Digital transformation strategies for competitive organizations.
- AI adoption challenges in business environments.
- Future trends in intelligent business management systems.

Unit 2: Artificial Intelligence in Human Resources Management

- Introduction to AI-powered HR management systems.
- AI applications in recruitment and talent acquisition.
- Automated candidate screening and assessment methods.
- Predictive analytics for workforce planning.
- AI-supported employee onboarding processes.
- Intelligent learning and development systems.
- AI-driven employee retention analysis techniques.
- Human capital management using intelligent technologies.
- Future workforce management trends with AI integration.

Unit 3: AI-Driven Performance Management and Employee Engagement

- AI applications in employee performance evaluation.
- Intelligent systems for productivity monitoring.
- Data analytics in employee performance improvement.
- AI-supported goal setting and performance tracking.
- Employee engagement analysis using AI tools.
- Workforce motivation strategies supported by intelligent systems.
- Personalized employee development planning methods.
- AI-driven feedback and communication systems.
- Measuring organizational effectiveness through workforce analytics.

Unit 4: Strategic Decision-Making and Business Optimization Using AI

- AI-supported strategic management frameworks.
- Data-driven business decision-making models.
- Predictive business analytics for organizational planning.
- AI applications in operational efficiency improvement.
- Risk management and forecasting using AI systems.
- Intelligent resource allocation and workforce optimization.
- AI-supported financial and operational planning concepts.
- Business process automation strategies.
- Competitive advantage creation through AI innovation.

Unit 5: Ethical AI, Digital Leadership, and Future Business Trends

- Ethical considerations in artificial intelligence implementation.
- Responsible AI use in HR and business operations.
- Privacy, security, and workforce data protection principles.
- Digital leadership skills for AI-driven organizations.
- Managing organizational change during AI transformation.
- AI governance and compliance frameworks.
- Influence future workplace trends through automation.
- Human-AI collaboration in modern organizations.
- Strategic planning for sustainable AI integration.

Final Insights & Key Takeaways

Artificial intelligence is becoming a critical driver of business efficiency, workforce optimization, and strategic organizational growth across modern industries. Organizations that successfully integrate AI into business management and human resources functions can improve decision-making, employee performance, operational effectiveness, and long-term competitive advantage.