



Professional AI Training for Business and Strategy

15 – 19 March 2027
Madrid (Spain)



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Introduction

This Professional AI Training for Business and Strategy course provides a foundation in applying artificial intelligence within modern business environments. It explores how organizations integrate AI into strategic planning and decision-making processes. Participants will gain clarity on how AI transforms traditional business models into data-driven ecosystems. The program focuses on practical understanding of AI concepts relevant to corporate strategy development. It explains how AI supports competitive advantage and operational efficiency. Learners will align AI capabilities with long-term business goals.

Targeted Groups

This Professional AI Training for Business and Strategy training targets professionals seeking knowledge and skills:

- Business managers seeking AI integration knowledge.
- Strategy consultants are improving digital transformation skills.
- Executives exploring AI-driven decision systems.
- Project leaders managing innovation initiatives.
- Data analysts supporting business intelligence tasks.
- IT professionals transitioning into AI strategy roles.
- Entrepreneurs building AI-based business models.

Course Objectives

Participants will achieve the following objectives by completing the Professional AI Training for Business and Strategy course:

- Understand core principles of AI in business strategy development.
- Identify how AI impacts organizational decision-making processes.
- Analyze data-driven approaches to improving business performance.
- Apply AI concepts to strategic planning and forecasting models.
- Evaluate machine learning tools for business optimization tasks.
- Design AI-supported workflows to improve operational efficiency.
- Recognize AI transformation opportunities in corporate environments.
- Develop strategic thinking for AI-powered business innovation.
- Assess risks and ethical considerations in AI adoption.
- Integrate AI solutions into long-term business planning frameworks.

Targeted Competencies

Participants will gain the following competencies during the Professional AI Training for Business and Strategy program:

- Strategic thinking using AI-driven business models.
- Analytical skills for interpreting business data insights.
- Ability to align AI tools with corporate objectives.
- Competence in evaluating AI technologies for business use.
- Skills in designing AI-enhanced decision frameworks.
- Understanding of machine learning applications in enterprises.
- Capability to support digital transformation initiatives.
- Knowledge of AI governance and responsible implementation.
- Proficiency in identifying business AI opportunities.

Studying Scenarios

In this Professional AI Training for Business and Strategy training, participants develop skills through the following scenarios:

- AI adoption in enterprise strategic planning cases.
- Business forecasting using machine learning models.
- Digital transformation roadmap development exercises.
- AI-based customer behavior analysis simulations.
- Corporate decision-making optimization scenarios.

Course Content

Unit 1: Foundations of AI in Business Strategy

- Introduction to AI for business strategy concepts and principles.
- Overview of artificial intelligence in modern organizations.
- Understanding business AI transformation frameworks.
- Role of AI in developing a competitive advantage.
- Basics of machine learning for business applications.
- Key drivers of AI adoption in corporate environments.
- Introduction to AI-powered business intelligence systems.
- Relationship between data analytics and strategic planning.
- Emerging trends in AI for business decision-making.

Unit 2: AI Tools and Business Intelligence Systems

- Overview of AI tools for business optimization.
- Introduction to business intelligence platforms using AI.
- Data processing techniques for generating strategic insights.
- Machine learning tools for predictive business analytics.
- AI software applications for operational efficiency.
- Integration of AI tools into business workflows.
- Data visualization techniques for strategic reporting.
- Cloud-based AI systems for enterprise scalability.
- Practical use cases of AI tools in organizations.

Unit 3: AI for Strategic Decision Making

- AI-supported decision-making frameworks in business.
- Data-driven strategy development processes.
- Predictive analytics for business forecasting accuracy.
- AI models for risk assessment and management.
- Optimization techniques for strategic planning processes.
- Scenario analysis using artificial intelligence systems.
- Decision intelligence in corporate environments.
- AI-enhanced performance measurement systems.
- Strategic evaluation using machine learning insights.

Unit 4: AI Implementation and Business Transformation

- Steps for implementing AI in business organizations.
- Digital transformation strategies using AI technologies.
- Change management in AI adoption processes.
- Integration of AI into enterprise systems.
- Building AI-ready organizational structures.
- Workforce adaptation for AI-driven environments.
- Automation strategies for business process improvement.
- AI project management in corporate settings.
- Scaling AI solutions across business units.

Unit 5: AI Governance, Ethics, and Future Strategy

- Ethical considerations in AI business applications.
- AI governance frameworks for organizations.
- Risk management in artificial intelligence systems.
- Compliance requirements for AI-driven operations.
- Responsible AI use in corporate environments.
- Future trends in AI business strategy development.
- Sustainability and AI impact on organizations.
- Strategic planning for long-term AI adoption.
- Leadership roles in AI-enabled enterprises.

Final Insights & Key Takeaways

Artificial intelligence is reshaping how organizations design strategy, manage operations, and make decisions. Mastery of AI-driven business transformation ensures sustainable competitive advantage in evolving markets.