



AI Job Ready Training in Business and Digital Transformation

15 – 19 March 2027
Barcelona (Spain)



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Introduction

The AI Job Ready Training in Business and Digital Transformation course prepares professionals to work in modern AI-powered business environments. It explains how artificial intelligence supports digital transformation, business automation, data analysis, and operational efficiency. Participants explore practical business applications of AI across marketing, customer service, HR, finance, and strategic planning. The program focuses on digital skills required for emerging careers in AI, business intelligence, and automation management. It develops knowledge of AI tools, digital workflows, cloud technologies, and data-driven decision-making processes. It provides a strong theoretical foundation for professionals seeking career growth in digital business transformation and AI-enabled organizations.

Targeted Groups

This AI Job Ready Training in Business and Digital Transformation targets professionals seeking knowledge and skills:

- Business professionals managing digital projects.
- Digital transformation specialists.
- AI and automation beginners.
- Marketing and sales professionals.
- HR and talent management teams.
- Data and business analysts.
- Operations and process managers.
- Entrepreneurs and startup founders.
- IT support and technology teams.
- Customer experience professionals.
- Professionals seeking AI career readiness.
- Graduates entering digital business careers.

Course Objectives

Participants will achieve the following objectives by completing the AI Job Ready Training in Business and Digital Transformation course:

- Understand AI concepts in business environments.
- Explain digital transformation strategies.
- Identify AI business opportunities.
- Analyze digital business models.
- Understand automation and workflow systems.
- Explore AI tools for productivity improvement.
- Evaluate data-driven decision-making methods.
- Understand AI applications in marketing.
- Explore AI in HR and recruitment processes.
- Understand business intelligence fundamentals.
- Analyze customer experience transformation.
- Understand cloud and digital platforms.
- Explore AI ethics and governance.
- Identify cybersecurity risks in digital business.
- Understand future AI job market trends.
- Improve digital communication practices.
- Explore innovation management strategies.
- Understand AI-supported operational efficiency.

Targeted Competencies

Participants will gain the following competencies during the AI Job Ready Training in Business and Digital Transformation program:

- AI business analysis skills.
- Digital transformation planning skills.
- Business automation understanding.
- Data interpretation capabilities.
- AI productivity tool usage.
- Digital workflow management.
- Strategic decision-making abilities.
- Customer experience analysis.
- AI-supported communication skills.
- Business intelligence understanding.
- Process optimization knowledge.
- Cloud technology awareness.
- Digital innovation thinking.
- AI ethics evaluation skills.
- Risk management awareness.
- Digital leadership capabilities.
- AI job readiness competencies.

Studying Scenarios

In this AI Job Ready Training in Business and Digital Transformation training, participants develop skills through the following scenarios:

- Analyzing AI-driven business transformation cases.
- Evaluating digital customer experience models.
- Reviewing AI recruitment process examples.
- Studying business automation workflows.
- Assessing data-driven decision scenarios.
- Exploring AI marketing strategy cases.
- Understanding digital innovation environments.
- Examining operational efficiency improvements.

Course Content

Unit 1: Foundations of AI and Digital Transformation

- Introduction to artificial intelligence concepts.
- Understanding machine learning fundamentals.
- Overview of business digital transformation.
- Evolution of AI in organizations.
- Digital economy and smart business models.
- AI trends shaping modern industries.
- Understanding data-driven organizations.
- Digital transformation lifecycle basics.

Unit 2: AI Applications in Modern Business

- AI applications in marketing operations.
- Smart customer service technologies.
- AI tools for business productivity.
- AI-powered sales optimization methods.
- Business intelligence and reporting systems.
- AI applications in financial analysis.
- Human resource automation processes.
- AI in supply chain operations.
- Digital communication technologies in business.

Unit 3: Data Analytics and Business Intelligence

- Introduction to business data analytics.
- Understanding structured business data.
- Data visualization fundamentals.
- Business reporting techniques.
- KPI measurement and performance analysis.
- Predictive analytics in organizations.
- AI-supported forecasting methods.
- Data interpretation for business decisions.
- Data governance and compliance awareness.

Unit 4: Business Automation and Digital Operations

- Introduction to workflow automation systems.
- Robotic process automation concepts.
- Digital operations management practices.
- AI tools for operational efficiency.
- Process optimization strategies.
- Cloud computing in digital business.
- Smart collaboration technologies.
- Digital project management basics.
- AI-supported productivity improvement methods.

Unit 5: AI Career Readiness and Future Skills

- AI career opportunities in business.
- Emerging digital transformation roles.
- Building future-ready digital skills.
- AI leadership and innovation thinking.
- Professional communication in digital workplaces.
- Ethical AI and responsible technology use.
- Cybersecurity awareness in AI environments.
- Continuous learning for AI careers.
- Future trends in business automation.

Final Insights & Key Takeaways

This course develops the practical theoretical knowledge required for AI-driven business transformation and digital career readiness. Participants gain a strong understanding of AI applications, business automation, data analysis, and future competencies for the digital workplace.