MERCURY

AI Skills for Smart Automation and Modern Business Growth

17 – 21 January 2027
Sharm El-Sheikh (Egypt)



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Introduction

This AI Skills for Smart Automation and Modern Business Growth course introduces the practical use of artificial intelligence in modern business environments. It explains how AI supports smart automation, improves productivity, and strengthens decision-making across departments. Participants explore how AI tools can streamline workflows, reduce repetitive tasks, and enhance service quality. The program shows how businesses use AI to support innovation, digital transformation, and sustainable growth. It connects theoretical understanding with real-world business applications to develop confident, informed professionals. Participants will understand how to apply AI skills to improve performance, create efficiency, and support long-term business success.

Targeted Groups

This AI Skills for Smart Automation and Modern Business Growth training targets professionals seeking knowledge and skills:

- Business managers.
- Team leaders.
- Operations staff.
- Administrative professionals.
- Digital transformation teams.
- Entrepreneurs and startups.
- Marketing and sales specialists.
- Analysts and planners.
- Innovation-focused employees.
- Professionals improving workplace productivity.

Course Objectives

Participants will achieve the following objectives by completing the AI Skills for Smart Automation and Modern Business Growth course:

- Understand the role of AI in business growth.
- Recognize core AI concepts and smart automation uses.
- Identify tasks suitable for AI support and workflow improvement.
- Analyze how AI improves speed, accuracy, and service quality.
- Evaluate common AI tools used in modern workplaces.
- Apply AI thinking to productivity and operational planning.
- Assess the value of automation in business decision-making.

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- Build awareness of responsible and effective AI adoption.

Targeted Competencies

Participants will gain the following competencies during the AI Skills for Smart Automation and Modern Business Growth program:

- AI literacy for professional environments.
- Workflow analysis and automation awareness.
- Digital productivity and process improvement skills.
- Data interpretation for smarter decisions.
- Business problem-solving with AI tools.
- Strategic thinking for business transformation.
- Awareness of ethical and practical AI use.

Studying Scenarios

In this AI Skills for Smart Automation and Modern Business Growth training, participants develop skills through the following scenarios:

- Improving a manual workflow with AI support.
- Choosing AI tools for daily business tasks.
- Reviewing service processes for automation potential.
- Supporting decisions with AI-generated insights.
- Planning business growth using smart digital tools.

Course Content

Unit 1: Foundations of AI in Modern Business

- Define artificial intelligence in clear business terms.
- Explain how AI differs from traditional automation.
- Identify the main types of AI used in workplaces.
- Explore how AI supports digital transformation.
- Recognize the business value of intelligent systems.
- Build awareness of AI opportunities and limitations.
- Understand how AI changes work, roles, and productivity.

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Unit 2: Smart Automation for Workplace Efficiency

- Examine the link between AI skills and workflow improvement.
- Identify repetitive tasks that can be automated.
- Explore how smart automation reduces time and effort.
- Review common business functions that benefit from automation.
- Understand how automation improves consistency and accuracy.
- Analyze the impact of automation on team performance.
- Learn how to select processes suitable for AI support.

Unit 3: AI Tools for Productivity and Decision Support

- Survey widely used AI tools for business productivity.
- Understand how AI supports writing, planning, and communication.
- Explore tools that help with scheduling and task management.
- Review AI applications for research and information analysis.
- Examine how AI improves reporting and content preparation.
- Identify ways AI assists supervisors and decision-makers.
- Connect tool selection with business goals and efficiency.

Unit 4: AI for Data-Driven Business Growth

- Explain the role of data in modern business growth.
- Understand how AI converts information into useful insights.
- Explore patterns, trends, and signals hidden in business data.
- Analyze how AI supports forecasting and planning.
- Review how businesses use AI to understand customers.
- Connect data analysis with performance improvement strategies.
- Recognize the importance of informed and timely decisions.

Unit 5: Responsible AI Adoption and Strategic Growth

- Discuss responsible use of AI in professional settings.
- Identify ethical concerns related to AI and automation.
- Explore the importance of transparency and human oversight.
- Understand how to balance innovation with control and trust.
- Review how AI supports long-term business competitiveness.
- Assess the role of leadership in the success of AI adoption.
- Build a strategic view of AI-driven business growth.

Final Insights & Key Takeaways

AI skills for smart automation and modern business growth help professionals work faster, think smarter, and support stronger organizational performance. When used responsibly and strategically, AI becomes a powerful driver of productivity, innovation, and competitive advantage.