MERCURY

AI for Business Growth, Innovation and Decision-Making

24 – 28 January 2027
Sharm El-Sheikh (Egypt)



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Introduction

This AI for Business Growth, Innovation and Decision-Making course equips professionals with a deep understanding of how artificial intelligence transforms modern business environments. It explores how AI technologies enhance strategic thinking, operational efficiency, and data-driven leadership across industries. Participants will gain insight into how organizations leverage AI for competitive advantage and sustainable growth. The program highlights the role of intelligent systems in improving innovation cycles and decision quality. Learners will explore real-world business contexts in which AI supports forecasting, automation, and market responsiveness. Participants will be able to interpret and apply AI concepts to practical business challenges.

Targeted Groups

This AI for Business Growth, Innovation and Decision-Making training targets professionals seeking knowledge and skills:

- Business managers improve strategy and digital transformation outcomes.
- Entrepreneurs use AI to scale operations and drive innovation.
- Marketing professionals enhance customer insights and campaign performance.
- Financial analysts improve forecasting with intelligent systems.
- IT teams integrate AI tools into business workflows.
- Consultants support AI adoption and business optimization.
- Decision-makers strengthen leadership with data-driven insights.

Course Objectives

Participants will achieve the following objectives by completing the AI for Business Growth, Innovation and Decision-Making course:

- Understand core concepts of AI for business growth and its impact on modern enterprises.
- Identify how AI supports decision-making in complex and dynamic environments.
- Analyze the role of predictive analytics in improving business forecasting accuracy.
- Explore AI-driven innovation models that enhance product and service development.
- Apply AI concepts to improve operational efficiency and organizational performance.
- Evaluate AI tools used in business intelligence and data analysis processes.
- Develop strategic thinking skills aligned with AI-enabled digital transformation.
- Recognize opportunities where AI enhances competitive advantage and market positioning.

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Targeted Competencies

Participants will gain the following competencies during the AI for Business Growth, Innovation and Decision-Making program:

- Interpret AI-driven data for strategic decision-making.
- Identify AI applications across business functions.
- Evaluate digital transformation opportunities using AI systems.
- Understand AI frameworks that support business innovation.
- Assess risks and benefits of AI integration in organizations.
- Align AI solutions with business goals and performance targets.

Studying Scenarios

In this AI for Business Growth, Innovation and Decision-Making training, participants develop skills through the following scenarios:

- Retail companies use AI analytics to forecast demand and improve inventory efficiency and profitability.
- Financial institutions apply machine learning to detect fraud and strengthen risk management systems.
- Startups leverage AI tools to identify market gaps and accelerate digital product innovation.
- Logistics companies integrate AI route optimization to reduce costs and improve delivery performance.
- Marketing teams apply AI insights to personalize campaigns and increase customer engagement.

Course Content

Unit 1: Foundations of AI in Business Strategy

- Introduction to AI for business growth in modern organizations.
- Core concepts of AI, machine learning, and intelligent systems in business.
- How AI supports strategic planning and long-term organizational goals.
- Differences between automation, augmentation, and AI decision systems.
- Impact of digital transformation on business models and competition.
- Key sectors where AI creates immediate business value.
- Link between data, insights, and strategic execution.
- AI-driven business intelligence and its role in leadership decisions.

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Unit 2: AI for Decision-Making and Predictive Analytics

- Understanding AI decision-making models in uncertain and complex environments.
- Exploring predictive analytics for forecasting market trends and customer behavior.
- Using AI systems to enhance accuracy in financial and operational decisions.
- Analyzing structured and unstructured data for strategic insights.
- Understanding real-time decision support systems powered by AI algorithms.
- Evaluating how AI reduces human bias in organizational decision processes.
- Examining case applications of AI in risk assessment and scenario planning.
- Linking data analytics with executive-level decision-making frameworks.

Unit 3: Innovation and AI-Driven Business Models

- Understanding AI innovation in business and its role in product development.
- Exploring how AI accelerates research, design, and service innovation cycles.
- Analyzing disruptive business models powered by intelligent technologies.
- Identifying opportunities for digital transformation using AI-based tools.
- Understanding customer-centric innovation using behavioral data analytics.
- Examining how AI supports agile development and rapid experimentation.
- Exploring platforms and ecosystems enabled by AI integration.
- Linking innovation strategy with long-term business sustainability.

Unit 4: AI Tools for Business Optimization

- Overview of business analytics AI tools used in modern enterprises.
- Understanding automation systems that enhance operational efficiency.
- Exploring AI-driven customer relationship management systems.
- Analyzing tools for predictive sales forecasting and demand planning.
- Understanding AI applications in human resource optimization and recruitment.
- Examining AI-powered financial reporting and performance dashboards.
- Evaluating cloud-based AI platforms for scalable business solutions.
- Integrating AI tools into daily business operations for productivity gains.

Unit 5: Strategic Implementation of AI in Organizations

- Developing an AI strategy aligned with organizational goals and vision.
- Understanding governance frameworks for responsible AI adoption.
- Exploring change management in AI-enabled business environments.
- Identifying barriers to AI implementation and strategies to overcome them.
- Evaluating ROI and performance metrics for AI initiatives.
- Understanding ethical considerations in AI-driven decision systems.
- Planning phased digital transformation using AI integration models.
- Building sustainable competitive advantage through AI adoption strategies.

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Final Insights & Key Takeaways

Artificial intelligence is becoming a core driver of business growth, reshaping how organizations innovate and make decisions. Mastering AI for business strategy enables professionals to build adaptive, data-driven, and future-ready enterprises.