MERCURY

Artificial Intelligence AI: Business Strategies and Applications

8 – 12 August 2027
Istanbul (Turkey)



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Ref: 15750_325326 **Date:** 8 – 12 August 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction:

Artificial Intelligence AI is rapidly transforming the global business landscape by providing unprecedented opportunities for innovation, optimization, and competitive advantage. In today's digital age, AI technologies have become integral to various industries, reshaping traditional business models and creating new pathways for growth.

This Artificial Intelligence AI, Business Strategies, and Applications course explores how organizations can harness the power of AI to streamline operations, enhance decision-making, and deliver personalized customer experiences. Participants will gain insights into the strategic implementation of AI, learn about its key applications across different sectors, and understand how to develop sustainable AI-driven business strategies.

The Artificial Intelligence AI: Business Strategies and Applications course offers an in-depth exploration of how artificial intelligence can revolutionize business operations and decision-making processes. Participants will gain insights into AI business strategies and applications that enhance and drive innovation. Emphasizes AI for decision-making, equipping learners with tools to integrate artificial intelligence into business strategy.

Through case studies and real-world examples, the course highlights the implications of artificial intelligence for business strategy, showcasing how organizations can leverage AI business applications to achieve competitive advantages. By understanding artificial intelligence for business applications, participants will learn to craft strategies that utilize AI in business applications for improved outcomes.

The Artificial Intelligence AI: Business Strategies and Applications course aims to bridge the gap between artificial intelligence and business strategy, providing actionable frameworks for applying AI to meet contemporary business challenges and seize opportunities in the evolving marketplace.

Targeted Groups:

- Business Executives and Decision-Makers.
- Entrepreneurs and Startup Founders.
- IT and Technology Managers.
- Business Strategists and Analysts.
- Operations and Process Improvement Leaders.
- Digital Transformation Specialists.
- Marketing and Sales Managers.
- Consultants and Advisors in Innovation and Technology.
- Project Managers and Product Developers.
- Industry Professionals Seeking AI Integration Strategies.

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Course Objectives:

At the end of this Artificial Intelligence AI: Business Strategies and Applications course, the participants will be able to:

- Understand the core principles of AI and its business applications.
- Explore strategic methods for implementing AI in various business functions.
- Learn how AI enhances decision-making and operational efficiency.
- Analyze case studies on successful AI-driven business transformations.
- Identify opportunities for innovation and growth using AI technologies.
- Develop AI strategies aligned with organizational goals and objectives.
- Gain insights into ethical considerations and governance in AI adoption.
- Master the integration of AI to improve customer experience and personalization.
- Build a framework for leading AI-driven digital transformation initiatives.
- Evaluate AI tools and platforms suitable for specific business needs.

Targeted Competencies:

By the end of this Artificial Intelligence AI: Business Strategies and Applications training, the participant's competencies will:

- Strategic AI Implementation.
- Data-Driven Decision Making.
- AI Integration in Business Processes.
- Digital Transformation Leadership.
- AI-Driven Innovation and Problem-Solving.
- Understanding AI Technologies and Trends.
- AI Ethics and Governance.
- Business Model Optimization with AI.
- Customer Experience Enhancement through AI.
- AI Project Management and Execution.

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Course Content:

Unit 1: Introduction to AI in Business:

- Definition and evolution of AI technologies.
- Overview of AI's impact on industries and markets.
- Key AI concepts: Machine Learning, Neural Networks, Natural Language Processing.
- Understanding AI-driven business models and value propositions.
- The role of AI in enhancing business competitiveness and innovation.

Unit 2: Developing AI-Driven Business Strategies:

- Aligning AI with business objectives and goals.
- Identifying strategic areas for AI implementation in the organization.
- Evaluating AI's potential to optimize business processes and decision-making.
- Creating a roadmap for AI integration into business operations.
- Risk management and mitigation in AI adoption.

Unit 3: AI Applications in Marketing and Sales:

- Leveraging AI for customer segmentation and targeting.
- Enhancing customer engagement and personalization through AI.
- Predictive analytics for sales forecasting and trend identification.
- Optimizing marketing campaigns using AI-driven insights.
- Chatbots and AI-driven customer service solutions.

Unit 4: AI in Operations and Supply Chain Management:

- Automating routine operational tasks with AI.
- AI for inventory management and demand forecasting.
- AI-driven logistics and supply chain optimization.
- Enhancing operational efficiency and cost reduction through AI.
- Case studies on AI transformation in operations and supply chains.

Unit 5: AI Ethics, Governance, and Risk Management:

- Understanding ethical considerations in AI deployment.
- Governance frameworks for AI use in business environments.
- Addressing data privacy and security challenges in AI applications.
- Managing AI-related risks and potential liabilities.
- Building trust and transparency with AI-driven systems.

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Unit 6: Using AI in Leadership and Management:

- The role of AI in enhancing leadership decision-making.
- AI-powered tools for workforce management and productivity tracking.
- How AI assists in talent acquisition and human resource management.
- Enhancing leadership communication and collaboration through AI.
- AI's influence on organizational change management and digital transformation.
- Developing AI-driven leadership strategies for agile and adaptive organizations.
- Case studies on successful AI leadership applications.