MERCURY

AI Fundamentals for Business Innovation and Strategic Decision Systems

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Istanbul - Türkiye: +90 539 599 1206
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Introduction

Artificial intelligence is transforming how organizations operate, compete, and deliver value across global markets. This AI Fundamentals for Business Innovation and Strategic Decision Systems course provides a foundation in AI technologies, intelligent business systems, and data-driven decision-making frameworks designed for modern enterprises. Participants explore how AI-powered business solutions improve operational efficiency, customer engagement, strategic forecasting, and innovation management in competitive environments. The program examines practical applications of machine learning, predictive analytics, automation technologies, and smart business intelligence systems within various industries. It focuses on ethical AI governance, digital transformation strategies, and the integration of intelligent technologies into corporate planning and performance management processes. Participants develop the knowledge required to support AI adoption, innovation leadership, and strategic decision systems within modern organizations.

Targeted Groups

This AI Fundamentals for Business Innovation and Strategic Decision Systems training targets professionals seeking knowledge and skills:

- Business executives managing digital transformation initiatives.
- Innovation managers seeking AI-driven business solutions.
- Strategy professionals are improving decision-making systems.
- Operations managers enhance organizational efficiency.
- Entrepreneurs building data-driven business models.
- Marketing specialists using AI for customer insights.
- HR professionals supporting intelligent workforce planning.
- Financial analysts are exploring predictive analytics tools.
- Project managers leading technology implementation projects.
- Business consultants advising on AI integration strategies.
- IT professionals supporting enterprise AI applications.
- Professionals interested in artificial intelligence for business growth.

Course Objectives

Participants will achieve the following objectives by completing the AI Fundamentals for Business Innovation and Strategic Decision Systems course:

- Understand core concepts of artificial intelligence in business environments.
- Identify AI applications across strategic and operational functions.
- Analyze the role of machine learning in business innovation.
- Examine intelligent decision support systems for organizations.
- Evaluate business opportunities created by AI technologies.
- Interpret predictive analytics for strategic planning processes.
- Understand data management requirements for AI implementation.
- Explore automation strategies for operational improvement.
- Assess risks associated with AI adoption and governance.
- Examine ethical considerations in intelligent business systems.

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- Understand AI-driven customer experience enhancement methods.
- Analyze digital transformation frameworks supported by AI.
- Explore smart business intelligence and forecasting techniques.
- Improve strategic thinking through data-driven decision models.
- Develop awareness of future trends in enterprise artificial intelligence.

Targeted Competencies

Participants will gain the following competencies during the AI Fundamentals for Business Innovation and Strategic Decision Systems program:

- Understanding AI terminology and business applications.
- Interpreting business intelligence and analytics insights.
- Evaluating AI opportunities for organizational innovation.
- Supporting strategic decision-making using intelligent systems.
- Applying predictive analytics concepts in business planning.
- Understanding machine learning fundamentals for enterprises.
- Assessing operational efficiency through automation technologies.
- Identifying AI risks, limitations, and governance needs.
- Supporting digital transformation initiatives effectively.
- Improving problem-solving through data-driven analysis.
- Enhancing innovation management using AI frameworks.
- Understanding ethical and responsible AI implementation practices.

Studying Scenarios

In this AI Fundamentals for Business Innovation and Strategic Decision Systems training, participants develop skills through the following scenarios:

- Evaluating AI adoption strategies for a growing organization.
- Analyzing customer behavior using predictive analytics models.
- Supporting executive decisions through business intelligence systems.
- Identifying automation opportunities in operational workflows.
- Assessing risks in AI-driven transformation initiatives.
- Improving marketing performance using intelligent analytics tools.
- Exploring AI applications for workforce planning and productivity.
- Designing innovation strategies supported by data-driven insights.

Course Content

Unit 1: Foundations of Artificial Intelligence in Business

- Introduction to artificial intelligence and intelligent technologies.
- Evolution of AI in modern business environments.
- Key concepts of machine learning and deep learning.
- Understanding data-driven business transformation strategies.
- AI terminology used in enterprise operations.
- The relationship between AI, automation, and innovation.
- Overview of business intelligence and smart analytics systems.
- AI applications across industries and business sectors.
- Strategic importance of AI for competitive advantage.

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Unit 2: AI Technologies and Intelligent Business Systems

- Fundamentals of machine learning for business operations.
- Understanding supervised and unsupervised learning models.
- Introduction to predictive analytics for strategic planning.
- AI-powered business intelligence platforms and tools.
- Natural language processing applications in enterprises.
- Intelligent automation and robotic process automation concepts.
- AI systems for customer engagement and personalization.
- Smart recommendation systems for digital businesses.
- AI integration within enterprise resource planning systems.

Unit 3: Data-Driven Decision-Making and Strategic Innovation

- Principles of strategic decision support systems.
- Using AI for business forecasting and market analysis.
- Data collection methods for intelligent business systems.
- Role of big data in organizational decision-making.
- AI applications for operational efficiency improvement.
- Innovation management supported by intelligent analytics.
- Strategic planning using predictive business models.
- AI-driven performance measurement and KPI analysis.
- Improving organizational agility through intelligent technologies.

Unit 4: AI Applications Across Business Functions

- AI in marketing analytics and customer behavior analysis.
- Intelligent sales forecasting and revenue optimization methods.
- AI applications in human resources and talent management.
- Smart recruitment and workforce analytics systems.
- AI in supply chain optimization and logistics management.
- Financial analytics and fraud detection technologies.
- Intelligent customer service and chatbot solutions.
- AI-driven risk management and compliance monitoring.
- Business process optimization using automation technologies.

Unit 5: AI Governance, Ethics, and Future Business Trends

- Ethical considerations in artificial intelligence adoption.
- Responsible AI governance and regulatory frameworks.
- Data privacy and cybersecurity in AI systems.
- Managing organizational risks related to AI implementation.
- Challenges of integrating AI into business operations.
- Human-AI collaboration within modern workplaces.
- Future trends in enterprise artificial intelligence.
- AI innovation strategies for sustainable business growth.
- Building long-term digital transformation roadmaps.

Final Insights & Key Takeaways

This course provides an understanding of how artificial intelligence supports business innovation, operational excellence, and strategic decision-making in modern organizations. Participants gain

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practical theoretical knowledge that strengthens their ability to support AI-driven transformation, intelligent analytics, and future-focused business strategies.