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DIGITAL INNOVATION AND TRANSFORMATION | COURSE

Certificate in Artificial Intelligence for Executives

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Course content

Why Attend

Course Introduction

Artificial Intelligence (AI) involves the capability to think and act rationally, and its application in business has become crucial for optimizing operations and achieving efficient results with minimal effort and cost.

This Certificate in Artificial Intelligence for Executives training course is designed to equip participants with a solid understanding of AI concepts and practical skills.

The course will demonstrate how to effectively build AI applications and apply AI theories to solve real-world problems through carefully selected case studies.

Participants will gain hands-on experience and insights into the practical implementation of AI in business contexts.

By exploring these concepts and applications, attendees will be prepared to leverage AI to enhance business operations, drive innovation, and deliver optimized solutions efficiently.

This training course will feature:

• Understanding the value of AI applications over other applications

• Learning how to analyze daily business problems and create Artificial Intelligence solutions

• Gaining a deeper understanding of the latest innovative technologies and apply them to business

• Knowing the success and failure factors in AI related projects

Course Methodology

This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented.

This will combine presentations and workshops (computer-based activities) with instructor-guided interactive discussions between participants relating to their individual interests, Practical exercises, video material and case studies aiming at stimulating these discussions and providing maximum benefit to the participants will support the formal presentation sessions.

Course content

Course Methodology

Above all, the course leader will make extensive use of case examples and case studies of issues in which he has been personally involved. Most of the computer-based activities will not involve programming so AI concepts will be clearly elaborated for non-technical delegates.

Who should Attend?

The target audience for this training course includes professionals who are interested in enhancing business, decision makers, marketing, finance, engineering and other competing technologies.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Quality, Safety, Reliability and Security officers
- Project Managers
- Executive Managers
- Marketing Managers
- Instrumentation, process, systems, electrical and mechanical Engineers
- Finance, Budget-planner, Decision takers and Policy makers

Course Objectives

By attending this training course, delegates will be able to:

- Develop necessary AI
- Understand how to plan and analyze using logic
- Explain how to imitate human in clustering and classification
- Understand how to design a Machine Learning based applications
- Analysis and Design AI Applications

Course outline

Course content

Course outline

Day One: An Overview of Artificial Intelligence

- Introduction to AI and Success Stories
- Human Intelligence vs Artificial Intelligence
- History of AI
- Intelligent Agents and Their Roles
- Limits of Artificial Intelligence
- Intelligent Decision Making

Day Two: Intelligent Agents

- Introduction to Agents
- Different Types of Agents
- Knowledge-base and Data Base
- Logic Reasoning
- Unification
- Deduction Processes

Day Three: Machine Learning

- Supervised and Unsupervised Learning
- Classification and Clustering
- Artificial Neural Networks
- Learn by Examples
- Object Recognition
- Features and Classes

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Day Four: Fuzzy Logic

- Introduction to Fuzzy Thinking
- Fuzziness vs Probability
- Fuzzy set and Fuzzy Rules
- Importance of Fuzzy logic
- Real example of Fuzzy Controllers
- Building a Tiny Machine Learning Application

Day Five: Genetic Algorithm

- Overview of Genetic Algorithms
- The Need for Optimization, Maximization, and Minimization
- How GA Work and Evolve
- Genetic Algorithm Chromosomes, Genes, Selection, Mutation and Crossover
- Dimension to Use Genetic Algorithm
- Real Genetic Algorithm Examples to Optimize Business Processes

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Artificial Intelligence for Executives generated from the course details page.

Date	Location	Format	Fee
20 - 24 July 2026	Barcelona - Spain	Classroom	**€3,850.-**
3 - 7 August 2026	Paris - France	Classroom	**€4,500.-**
7 - 11 September 2026	Frankfurt - Germany	Classroom	**€3,250.-**
12 - 16 October 2026	Barcelona - Spain	Classroom	**€3,850.-**
9 - 13 November 2026	Frankfurt - Germany	Classroom	**€3,250.-**
14 - 18 December 2026	Rome - Italy	Classroom	**€4,250.-**

Live online option	Online delivery is available at €1,850.-.