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DIGITAL INNOVATION AND TRANSFORMATION | DIT-015

# Generative AI for Business Professionals

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# Course content

## Why Attend

Generative AI provides business professionals with new ways to research information, develop content, analyze documents, generate ideas, support decisions, and improve knowledge-intensive processes. Creating meaningful business value from these technologies requires more than knowing how to use an AI chatbot. Professionals must understand how to select appropriate use cases, provide effective instructions, evaluate AI-generated information, redesign workflows, and manage the risks associated with enterprise AI adoption.

This Generative AI for Business Professionals course develops practical capabilities for applying tools such as ChatGPT, Microsoft Copilot, Gemini, and other generative AI platforms to business activities. Participants learn prompt engineering, AI-assisted research and analysis, content generation, workflow design, responsible AI practices, and methods for evaluating productivity and business impact.

### Professional Problems This Course Is Designed to Solve

• Low productivity in knowledge-intensive work: Reducing time spent drafting, summarizing, researching, restructuring, and processing business information.

• Inconsistent generative AI results: Improving output quality through structured prompts, context management, examples, constraints, and iterative refinement.

• Information overload: Using generative AI to summarize documents, compare information, extract key points, and organize large volumes of business content.

• Limited integration of AI into business processes: Moving beyond isolated chatbot use toward repeatable AI-assisted workflows connected to real job responsibilities.

• Difficulty identifying valuable AI use cases: Evaluating where generative AI can improve speed, quality, customer experience, creativity, or decision support.

• Unreliable AI-generated information: Managing hallucinations, bias, unsupported claims, outdated information, and other limitations through verification and human review.

• Generative AI governance risks: Protecting confidential information, intellectual property, personal data, and organizational knowledge while promoting responsible AI adoption.

## Course Methodology



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## Course Methodology

The programme combines practical demonstrations, guided AI exercises, prompt engineering workshops, business scenarios, document analysis activities, case studies, and workflow redesign exercises. Participants use realistic business tasks to explore how generative AI can support communication, research, analysis, problem-solving, decision preparation, and process improvement while maintaining appropriate human oversight.

## Course Objectives

By the end of this course, participants will be able to:

- Understand generative AI, large language models, and their business applications
- Identify high-value generative AI use cases across different organizational functions
- Develop effective prompts for professional and analytical tasks
- Use generative AI to research, summarize, analyze, and structure business information
- Improve business writing, communication, and content development with AI assistance
- Apply generative AI to problem-solving, brainstorming, and decision preparation
- Design repeatable human-AI workflows for knowledge-intensive business processes
- Evaluate AI-generated outputs for accuracy, relevance, bias, and reliability
- Manage confidentiality, intellectual property, and responsible AI risks
- Develop practical approaches for measuring generative AI productivity and business value

## Target Audience

This course is suitable for:

- Managers and team leaders
- Business analysts and consultants
- Finance and commercial professionals



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## Target Audience

• Human resources professionals

• Marketing and communications teams

• Project and programme professionals

• Operations and administrative professionals

• Business professionals responsible for digital transformation and process improvement

## Target Competencies

Participants will develop competencies in:

• Generative AI literacy

• Prompt engineering

• AI-assisted research

• Business content generation

• AI-supported analysis

• Business problem-solving

• Workflow redesign

• AI output verification

• Responsible AI

• Human-AI collaboration

## Course outline

### Day 1: Generative AI Fundamentals and Business Applications

• Understanding generative AI, large language models, prompts, context windows, and AI-generated outputs



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## Course outline

• Exploring business applications of ChatGPT, Microsoft Copilot, Gemini, and other generative AI tools

• Distinguishing generative AI from traditional automation, analytics, search, and machine learning applications

• Identifying suitable AI use cases across finance, HR, marketing, operations, projects, and administration

• Recognizing hallucinations, bias, incomplete responses, and other limitations of generative AI systems

• Practical exercise: Mapping business activities and prioritizing opportunities for generative AI adoption

### Day 2: Prompt Engineering for Professional Business Tasks

• Structuring effective prompts using objectives, context, instructions, constraints, examples, and output requirements

• Using role, audience, tone, format, and reference information to improve AI-generated responses

• Applying iterative prompting to refine complex business outputs

• Breaking complex assignments into structured sequences of AI-assisted tasks

• Developing reusable prompt templates for reports, emails, proposals, summaries, and management briefings

• Prompt workshop: Building and testing a professional prompt library for recurring business responsibilities

### Day 3: Generative AI for Research, Analysis and Decision Support

• Using generative AI to summarize reports, policies, meeting records, research, and business documents

• Extracting key facts, risks, actions, themes, and decision points from complex information

• Comparing alternatives and organizing qualitative information into structured analytical outputs

• Applying AI to brainstorming, scenario development, root-cause exploration, and problem-solving

• Evaluating AI-generated research through source checking, fact verification, and critical review

• Case study: Using generative AI to investigate a business challenge and prepare a management decision brief



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### Day 4: AI-Assisted Business Workflows and Process Improvement

• Mapping existing workflows to identify repetitive and knowledge-intensive activities suitable for AI assistance

• Combining human expertise and generative AI across research, drafting, analysis, review, and approval stages

• Applying AI-assisted workflows to marketing, HR, finance, procurement, projects, customer service, and operations

• Transforming information between documents, presentations, summaries, tables, and stakeholder communications

• Establishing human checkpoints for decisions, approvals, sensitive content, and high-impact business outputs

• Practical workshop: Redesigning a business process into a structured and measurable human-AI workflow

### Day 5: Responsible Generative AI and Business Implementation

• Protecting confidential, personal, commercially sensitive, and proprietary information when using generative AI

• Managing hallucination, bias, intellectual property, misinformation, and inappropriate reliance on AI-generated outputs

• Establishing verification, human review, accountability, and quality-control procedures

• Developing organizational guidelines for acceptable and responsible generative AI use

• Measuring AI value through productivity, time savings, quality, consistency, adoption, and business outcomes

• Capstone exercise: Developing a Generative AI Business Implementation Plan covering priority use cases, workflows, controls, responsibilities, and measurable benefits



# Seminar dates

## Available seminar dates

Live dates and pricing for Generative AI for Business Professionals generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 16 - 20 November 2026 | Barcelona - Spain | Classroom | **€3,080.-** |
| 21 - 25 December 2026 | Dubai - UAE | Classroom | **€4,200.-** |
| 18 - 22 January 2027 | Cape Town - South Africa | Classroom | **€3,600.-** |
| 15 - 19 February 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 15 - 19 March 2027 | London - U.K | Classroom | **€3,360.-** |
| 19 - 23 April 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 17 - 21 May 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 21 - 25 June 2027 | Paris - France | Classroom | **€3,600.-** |
| 19 - 23 July 2027 | Frankfurt - Germany | Classroom | **€2,600.-** |
| 16 - 20 August 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 20 - 24 September 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 18 - 22 October 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 15 - 19 November 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 20 - 24 December 2027 | Madrid - Spain | Classroom | **€3,400.-** |

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