



# Essential AI for Business Professionals - A Practical Approach

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## Abstract

Artificial Intelligence (AI) has emerged as a transformative force reshaping industries, driving innovation, and redefining business strategies. This comprehensive course, '*Essential AI for Business Professionals - A Practical Approach*', delves into fundamental concepts, technologies, and strategic implications of AI in the business landscape...

## Target Audience

This course is designed for business professionals seeking to understand and leverage the potential of *Artificial Intelligence* in their organizations...

**Contact Hours: 24**

## Learning Outcomes

- Comprehensive Understanding of AI Concepts
- Proficiency in AI Technologies
- Application of AI in Business Domains
- Development of AI Strategy
- Ethical Considerations and Bias Mitigation
- Leveraging Content Creation AI and Prompt Engineering
- AI Adoption and Implementation Strategies

## Course Content

### Session 1: Foundations of Generative AI

**Objective:** Establish a clear, confident understanding of what GenAI is and how it is used in business.

**Outcome:** Participants gain a grounded, non-technical understanding and can explain GenAI clearly to others.

### Session 2: Core Prompt Engineering

**Objective:** Build strong prompting fundamentals and learn how to control AI output.

**Outcome:** Participants can reliably produce clearer, more accurate AI outputs.

### Session 3: Advanced Prompting Techniques

**Objective:** Move from single responses to repeatable workflows and reusable prompt systems.

**Outcome:** Participants build prompts that can be reused daily for consistent results.

### Session 4: Business Applications & Use Cases

**Objective:** Demonstrate clear, practical applications of Generative AI across business functions.

**Outcome:** Participants identify at least 3–5 workflows relevant to their own role or organization.

### Session 5: Strategic Implementation

**Objective:** Learn how to introduce AI into the workplace realistically and sustainably.

**Outcome:** Participants finalize one practical workflow for implementation.

### Session 6: Tool Selection

**Objective:** Identify and select the most suitable AI tools for specific business contexts.

**Outcome:** Participants choose the right tools to support their defined workflows.

### Session 7: Data Governance

**Objective:** Ensure safe, compliant, and policy-aligned use of Generative AI.

**Outcome:** Participants develop responsible-use guidelines for their team or organization.

### Session 8: Ethical Leadership & Future Planning

**Objective:** Lead AI integration with awareness, responsibility, and -term strategic vision.

**Outcome:** Participants leave with a responsible forward plan and leadership readiness for ongoing AI adoption.