

# € TRAINING

Implications For Business Strategy Via  
Artificial Intelligence



12 - 16 May 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Implications For Business Strategy Via Artificial Intelligence

REF: W1590 DATE: 12 - 16 May 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5850 Euro

## Introduction:

This training program equips you with the knowledge needed to transform your organization into an innovative, efficient, and sustainable business of the future. It helps you understand the implications of these AI technologies for business strategy, as well as the economic, societal, and business implementation issues they raise. Additionally, the program will emphasize how the collective intelligence of people and computers together can solve business problems that not long ago were considered impossible.

## Program Objectives:

At the end of this program the participants will be able to:

- Gain a practical introduction to key AI technologies and their business implications, empowering organizational transformation and leveraging AI opportunities for growth.
- Explore the organizational and managerial implications of AI technologies, focusing on workplace applications rather than technical dimensions.
- Develop an individual project to plan AI implementation in your organization or chosen business context, enhancing strategic decision-making capabilities.
- Apply newfound knowledge to support informed strategic decisions on key AI technologies in your business, ready for immediate implementation post-program completion.

## Targeted Audience:

- Business executives and leaders seeking to understand the impact of AI on strategic decision-making.
- Managers and professionals responsible for business strategy and innovation.
- Entrepreneurs looking to leverage AI technologies for business growth and competitiveness.
- Consultants and advisors guiding organizations in adapting AI strategies to their business models.

## Program Outlines:

### Unit 1:

#### Introduction To Artificial Intelligence:

- Learn about the history of AI, its role in collective intelligence, and how to gain strategic advantage.
- Recognize how this program could help you to create a more intelligent organization.

- Define AI and differentiate between narrow and general AI.
- Outline the history of AI from both a technical and social perspective.
- Articulate how computers and people can be combined to foster collective intelligence.
- Apply a framework for realizing strategic advantage in business.
- Analyze an organization's use of technologies in support of its strategy.

## Unit 2:

### Machine Learning In Business:

- Explore machine learning and how it can be applied in a business context to gain strategic advantage.
- Review the key features of machine learning as a transformative technology.
- Illustrate how machine learning is currently deployed in industries and across functions.
- Investigate how an organization can use machine learning to achieve cost leadership, differentiation, or focus.
- Decide if an application of machine learning is appropriate in an organization.
- Evaluate the strategic, technical, and other aspects of an application of machine learning.

## Unit 3:

### Natural Language Processing in Business:

- Explore NLP and how it can be applied in a business context to gain strategic advantage.
- Review the core features of natural language processing as a transformative technology.
- Illustrate how natural language processing is currently deployed in various industries and across functions.
- Investigate how an organization can use natural language processing to achieve cost leadership, differentiation, or focus.
- Decide if an application of natural language processing is appropriate in an organization.
- Evaluate the strategic, technical, and other aspects of an application of natural language processing.

## Unit 4:

### Robotics in Business

- Explore robotics and how robots can be used in a business context to gain strategic advantage.

- Review the core features of robotics as a transformative technology.
- Illustrate how robots are currently deployed in various industries and across functions.
- Investigate how an organization can use robotics to achieve cost leadership, differentiation, or focus.
- Decide if an application of robotics is appropriate in an organization.
- Evaluate the strategic, technical, and other aspects of an application of robotics.

## Unit 5:

### Artificial Intelligence in Business & Society:

- Consider the merits of the human-machine partnership and any ethical concerns that may arise from the use of AI in an organization.
- Extend your knowledge of AI technologies to other types of AI.
- Articulate the broader implications of AI for business and society.
- Analyze the impact of AI on the future of work.
- Debate the ethical concerns entailed within the adoption of AI.
- Assess the risks and benefits of the human-machine partnership.

### The Future of Artificial Intelligence:

- Develop a roadmap for using AI, and consider the future of your organization with AI technologies.
- Predict the rate of the future progress of AI.
- Articulate how people can connect to create more intelligent organizations.
- Propose an initiative for a specific business application of AI.
- Produce a roadmap for a business to gain strategic advantage through the use of AI.
- Reflect on the key outcomes of this program.