

# Using Artificial Intelligence in the Workplace

**29 September and 6 October • 10-3pm**

This 2-day course introduces participants to the fundamentals of Artificial Intelligence (AI) and explores its growing role across different areas of business. Through practical examples, real-life case studies, and interactive exercises, delegates will gain insight into how AI can streamline operations, improve decision-making, and enhance both customer and employee experience.

## Course Outline

### 1. What Is Artificial Intelligence?

- Definition of AI
- A brief history: from early theories to modern applications

### 2. Current Use of AI in Business

- Overview of key industries leveraging AI
- Two case studies:
  - Large enterprise (e.g. Amazon, Google, IBM)
  - SME using AI in innovative ways
- Review of how AI can intervene in various business processes

### 3. Practical Applications of AI in Business

#### Customer-Facing Solutions

- AI for Customer Relationship Management (CRM)
- AI for Market Research

#### Finance

- AI for Invoicing and Financial Data Collection
- AI for Risk Management and Cybersecurity

#### Human Resources

- AI in Talent Acquisition
- AI for Upskilling and Personalised Training

#### Business Management

- AI for Strategic Decision-Making
- Automation of Routine Processes to Improve Productivity

#### Financial Investment

- Cost implications and return on investment

#### Ethical & Legal Concerns

- Data privacy and usage
- Ethical deployment and algorithmic fairness
- Legal obligations around data handling

#### Workforce Impacts

- Potential job displacement
- Challenges in implementation and system complexity
- Upskilling needs for AI collaboration

#### Transparency, Security & Trust

- AI as a 'black box' – challenges in explainability
- Risks of misuse, misinformation, or malicious attacks

## Next Steps

If you would like to reserve your place, please email [UKSPF@lmc.ac.uk](mailto:UKSPF@lmc.ac.uk) or contact the team on 01524 521292 or 01524 521223

