Using Artificial Intelligence in the Workplace

Contact us for current dates and availability

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

For further information:

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