AI Applications for Business

7 – 11 November 2027
Amman (Jordan)



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Introduction

Artificial Intelligence AI has become a driving force in reshaping modern organizations. Once viewed as an optional tool, it is now a strategic necessity for businesses seeking to enhance efficiency, improve decision-making, and sustain competitiveness. AI applications for business enable organizations to transform data into actionable insights, automate complex processes, and achieve greater accuracy across multiple domains.

From marketing and finance to human resources and customer service, AI provides practical solutions that accelerate growth and optimize performance. This program is designed for executives, team leaders, and specialists across industries who want to leverage AI to create tangible impact and long-term value.

Course Objectives

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

- Understand the role of AI applications for business in digital transformation.
- Apply AI tools to analyze big data and generate precise performance indicators.
- Implement AI-driven marketing strategies based on personalization and prediction.
- Utilize AI in human resources for recruitment, employee engagement, and performance management.
- Design AI-powered customer service systems to enhance satisfaction.
- Leverage AI in finance for forecasting, liquidity management, and risk control.
- Measure the impact of AI on organizational sustainability and long-term growth.
- Address ethical and legal challenges associated with AI adoption in business.

Course Outlines

Day 1: Introduction to AI Applications

- Defining AI and its global business impact.
- Comparing traditional systems with AI-powered systems.
- Data is the foundation of AI adoption.
- Core domains where AI is transforming businesses.
- Global case studies of AI-driven transformation.
- Group discussion: regional challenges and opportunities.



Day 2: AI in Marketing & Customer Engagement

- Smart personalization of marketing campaigns.
- Predictive analytics for understanding customer behavior.
- AI-powered chatbots and virtual assistants.
- Social media and sentiment analysis for brand monitoring.
- AI-driven strategies in digital marketing.
- Practical exercise: designing an AI-powered marketing campaign.

Day 3: AI in Human Resources & Performance Management

- Analyzing workforce data to identify hidden trends.
- AI in recruitment and candidate assessment.
- Enhancing employee experience with intelligent systems.
- AI-driven tools for performance evaluation.
- Forecasting training and development needs.
- Workshop: building an AI-enabled HR performance model.

Day 4: AI in Finance & Risk Management

- Applications of AI in financial analysis.
- Forecasting cash flows and liquidity.
- Early warning systems for risk detection.
- Predicting market trends using machine learning.
- Enhancing compliance and transparency with AI.
- Practical task: developing an AI-based risk evaluation model.

Day 5: Strategy, Ethics & Sustainability

- Embedding AI into long-term organizational strategies.
- Ethical considerations in customer and employee data usage.
- Regulatory compliance in AI-powered systems.
- Measuring ROI from AI business applications.
- Designing sustainable AI adoption frameworks.
- Group project: creating an AI roadmap for a business case.



Why Attend This Course: Wins & Losses!

- Gain advanced knowledge of AI applications for business.
- Improve decision-making with data-driven insights.
- Enhance customer experience and retention.
- Optimize processes and reduce operational costs.
- Access global best practices across multiple industries.
- Build forecasting and predictive analytics capabilities.
- Develop sustainable strategies with AI integration.
- Hands-on projects linking theory with practice.

Conclusion

AI applications for business are no longer optional—they are essential for organizations aiming to remain competitive in today's fast-changing landscape. By automating operations, improving customer engagement, and providing predictive insights, AI equips businesses with the tools to meet challenges and seize opportunities with greater confidence.

This course empowers leaders and professionals with practical knowledge, case studies, and hands-on applications to transform AI from a concept into a strategic advantage. Investing in AI means investing in the future resilience, adaptability, and excellence of your organization.

