BLACKBIRD FOR TRAINING

AI-Driven Business Acumen and Strategic Decision-Making

17 – 21 May 2027
Barcelona (Spain)

UK Traininig
PARTNER



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Introduction

Artificial Intelligence AI is transforming how businesses operate, compete, and grow.
This course — AI-Driven Business Acumen and Strategic Decision-Making — merges traditional business fundamentals with AI-powered analytical capabilities.
Participants will not only understand how to interpret business data but also leverage AI to gain insights faster, deeper, and more accurately than ever before.

Course Objectives

By the end of this course, you will:

- Master Core Business Functions
  - Understand how finance, marketing, and operations work together to achieve organizational goals.
- Integrate AI into Business Strategy
  - Apply AI tools to analyze markets, predict trends, and evaluate competition.
- Enhance Financial Decision-Making
  - Use AI-driven forecasting models to make smarter investment and budgeting decisions.
- Improve Strategic Thinking & Risk Assessment
  - Leverage AI for opportunity evaluation and contingency planning.
- Strengthen Leadership & Communication
  - Deliver persuasive, data-backed presentations using AI visualization tools.
- Apply Learning Through Real-World Cases
  - Engage in simulations and hands-on exercises with popular AI business tools.

Course Outlines

Day 1 - Foundations of Business Acumen

- Understanding core business functions: Finance, Marketing, Operations.
- Linking business strategy with daily operations.
- Role of AI in business fundamentals.
- Identifying value drivers in different industries.
- Mapping business processes for strategic alignment.



Day 2 - AI Tools for Market & Competitor Analysis

- Using AI to analyze market trends.
- Customer behavior prediction with AI.
- Competitive intelligence through AI-powered data mining.
- Customer segmentation using AI clustering techniques.
- Hands-on practice with AI market research tools.

Day 3 - Financial Insights & Forecasting with AI

- AI-driven financial modeling.
- Scenario planning and simulations with AI.
- Reading and interpreting financial statements using AI.
- Budget forecasting with AI spreadsheet plugins.
- Identifying financial risks through AI analytics.

Day 4 - Strategic Decision-Making in the AI Era

- Building data-driven strategies for competitive advantage.
- AI-assisted risk assessment.
- Opportunity evaluation using AI scoring systems.
- Scenario-based decision simulations.
- Integrating AI insights into strategic planning.

Day 5 - Leadership, Communication & Practical Applications

- AI-powered storytelling and presentation design.
- Influencing stakeholders with data-backed insights.
- Building a culture of innovation and agility.
- Case studies of AI in business strategy.
- Hands-on practice with popular AI business tools.

Why Attend This Course: Wins & Losses!

- Ability to make faster, smarter business decisions.
- Skills to stay ahead of competitors through AI-powered insights.
- Confidence in leading teams through data-driven strategies.
- Exposure to real AI tools and industry cases.



Conclusion

In the future, leaders who combine business acumen with AI literacy will dominate their industries. This course is designed to transform you into that leader — capable of interpreting complex business challenges and responding with AI-enhanced strategies that drive results.

