

advanced course in Data Management and AI-Driven Innovation for Strategic Leadership

17 – 21 January 2027
Istanbul (Turkey)

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Introduction

In today's fast-changing business environment, combining data management with artificial intelligence has become essential for strategic planning, innovation, and sustainable organizational growth. Organizations increasingly depend on AI-powered insights, strong data governance, and reliable analytics to improve decision-making, optimize operations, and maintain competitiveness.

This 5-day course provides a practical and structured learning experience that brings together data management, AI applications, analytics, project planning, digital transformation, and ethical AI practices. Through workshops, case studies, and applied exercises, participants will learn how to use data and AI to support business planning, improve performance, and lead innovation initiatives effectively.

By the end of the course, participants will be equipped to develop data-driven strategies, apply AI-enabled solutions, manage digital transformation initiatives, and promote responsible innovation within their organizations.

Course Objectives

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

- Understand the principles of modern data management and AI integration.
- Apply AI tools and data analytics to support strategic decision-making.
- Design effective data management frameworks, dashboards, and governance practices.
- Use AI for forecasting, project planning, performance monitoring, and innovation.
- Address ethical, regulatory, and compliance considerations in AI implementation.
- Develop practical AI and data-driven strategies that support business growth.
- Lead digital transformation initiatives and build an innovation-focused culture.
- Create actionable implementation plans based on real business scenarios.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

Course Outlines

Day 1: Foundations of AI and Data Management

- Introduction to artificial intelligence, key concepts, applications, and recent developments.
- Understanding the data management lifecycle, including collection, storage, integration, governance, and quality control.
- Exploring the role of AI and data management in strategic planning, innovation, and business growth.
- Case study on how AI-driven insights can improve decision-making and organizational performance.
- Interactive discussion on opportunities, challenges, and risks in integrating AI with data management.

Day 2: AI Techniques, Analytics, and Data-Driven Decision-Making

- Overview of machine learning approaches, including supervised, unsupervised, and reinforcement learning.
- Introduction to deep learning concepts, neural networks, and their business applications.
- Using predictive analytics, scenario analysis, and forecasting to support operational and strategic planning.
- Developing performance indicators and metrics to measure strategic initiatives and business outcomes.
- Practical workshop on applying AI models and analytics tools to support business decision-making.

Day 3: Data Governance, Quality Management, and Visualization

- Designing effective data governance frameworks to support accuracy, accountability, and control.
- Applying data collection, cleaning, validation, integration, and quality management methods.
- Understanding data storage solutions, including databases, data warehouses, and cloud-based platforms.
- Ensuring data security, regulatory compliance, and responsible use of organizational data.
- Hands-on exercise on designing executive dashboards, visual reports, and KPI tracking tools.

Day 4: AI in Strategic Planning, Project Management, and Innovation

- Leveraging AI for market analysis, trend forecasting, operational optimization, and business planning.
- Applying AI tools to improve project planning, workflow automation, and organizational efficiency.
- Integrating AI into business processes to enhance productivity, monitoring, and performance management.
- Identifying risks, opportunities, and innovation areas using data-driven analysis and AI tools.
- Workshop on building an AI-powered project plan or business innovation roadmap.

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Day 5: Ethical AI, Digital Transformation, and Strategic Implementation

- Understanding AI ethics, bias, transparency, accountability, and responsible AI principles.
- Reviewing regulatory frameworks, compliance requirements, and governance standards for AI deployment.
- Planning and managing digital transformation initiatives across departments and business functions.
- Developing a strategic implementation plan that integrates AI, data management, dashboards, and innovation practices.
- Final group exercise with presentations, feedback, and practical recommendations for organizational application.

Why Attend This Course: Wins & Losses!

- Gain practical knowledge of AI, data management, and innovation strategy.
- Learn how to use data and AI tools to improve planning, decision-making, and business performance.
- Build the ability to design dashboards, performance metrics, and data-driven reporting systems.
- Understand how to manage AI projects and digital transformation initiatives more effectively.
- Strengthen awareness of AI ethics, compliance, and responsible technology use.
- Develop future-ready skills for roles related to AI project management, data management, innovation, and transformation.
- Apply lessons from case studies and practical exercises to real organizational challenges.

Conclusion

This 5-day course equips participants with the knowledge and tools needed to operate effectively in an AI-powered business environment. By combining data management, AI techniques, analytics, governance, innovation, and digital transformation, the course helps participants build stronger decision-making capabilities and create measurable business value.

Participants will leave with practical skills to implement AI solutions responsibly, develop data-driven strategies, improve organizational performance, and support innovation-led growth within their organizations.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles, suggesting a strategic or digital theme.