Mastering AI for Business: Strategies and Applications

16 – 20 May 2027
Amman (Jordan)

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Introduction

Artificial intelligence is no longer an emerging concept—it has become a transformative force reshaping industries, redefining business models, and setting new benchmarks for efficiency and innovation. Across the globe, organizations of all sizes are leveraging AI to streamline operations, enhance customer experience, improve decision-making, and unlock new opportunities for growth. In this rapidly evolving landscape, business leaders and decision-makers must understand not only what AI can do, but how to strategically integrate it within their organizational frameworks.

This intensive one-week program is designed to equip participants with a comprehensive understanding of AI technologies from a business perspective. The course goes far beyond technical definitions; it focuses on strategic thinking, practical applications, and real-world decision frameworks that help leaders evaluate, implement, and scale AI solutions effectively.

Through a blend of interactive lectures, international case studies, and hands-on exercises, participants gain the clarity and confidence needed to navigate the complexities of AI adoption. The program highlights how AI can drive measurable value in marketing, finance, operations, HR, and customer experience, while also addressing the ethical, cultural, and organizational considerations that often accompany AI initiatives.

By the end of this program, participants will be well-positioned to lead AI transformation efforts within their organizations and capitalize on the opportunities that modern intelligent systems present.

Course Objectives

This program aims to provide a complete, business-oriented foundation that empowers leaders to confidently plan and execute AI initiatives. By the end of the course, participants will be able to:

- Understand the core concepts of artificial intelligence and machine learning, including how these technologies are applied in business environments.
- Recognize the strategic value of AI and its impact on competitive advantage, cost reduction, and operational excellence.
- Develop a structured AI strategy aligned with organizational goals and long-term vision.
- Conduct an AI readiness assessment evaluating data maturity, processes, culture, and infrastructure.
- Identify high-impact AI use cases across different business functions such as marketing, supply chain, finance, and HR.
- Understand the principles of responsible and ethical AI, including fairness, transparency, and data privacy.
- Apply industry best practices for implementing AI projects, managing risks, and ensuring successful integration.
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Analyze future trends in AI and anticipate how technological advancements will shape industries and business models in the coming years.
- Design a practical action plan and organizational roadmap for AI adoption.

Course Outlines

Day 1: Foundations of AI in Business

The first day provides a strong conceptual foundation. Participants will explore the evolution of AI, the differences between AI and machine learning, and how intelligent systems operate. The session emphasizes understanding—not coding—ensuring clarity for non-technical decision-makers.

Key topics include:

- What is AI? What is machine learning?
- The capabilities and limitations of modern AI systems
- Global AI landscape and influential technology players
- The business value of AI: efficiency, prediction, automation, and innovation
- How leading companies are using AI to transform their industries

By the end of Day 1, participants gain a realistic and strategic view of AI's potential, preparing them for deeper discussions in the following days.

Day 2: AI Strategy Development

Day 2 focuses on the strategic mindset required to guide AI initiatives from concept to execution. Participants will learn how to align AI opportunities with business objectives, ensuring that AI investments deliver measurable value.

Topics include:

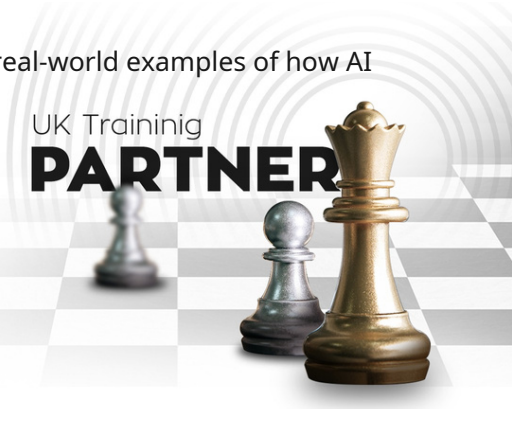
- Aligning AI initiatives with corporate vision and strategic priorities
- Conducting an AI readiness assessment data maturity, culture, digital capabilities
- Understanding what it means to become a data-driven organization
- Building internal capacity: skills, roles, and cross-functional collaboration
- Change management and overcoming organizational resistance

By the end of this day, participants develop a clear understanding of how to position AI as a strategic enabler rather than a technical project.

Day 3: AI Applications Across Business Functions

This day is highly practical and application-focused. Participants will explore real-world examples of how AI is transforming core business functions.

Key application areas include:



- Marketing & Customer Experience: Personalized campaigns, predictive analytics, sentiment analysis, AI-powered customer support, chatbots.
- Operations & Supply Chain: Demand forecasting, inventory optimization, automated quality control, and intelligent logistics planning.
- Finance & Risk Management: Fraud detection, automated financial reporting, predictive risk scoring, and algorithmic decision-making.
- Human Resources & Talent Management: AI-assisted recruitment, performance prediction, employee engagement insights, and workload optimization.

Through case studies and scenario-based exercises, participants identify which applications are most relevant to their own organizations.

Day 4: Implementing AI Solutions

Day 4 translates strategy and ideas into action. Participants learn the essential components of executing AI projects within a real corporate environment.

Topics include:

- Data requirements for AI success: volume, quality, governance, accessibility
- Choosing the right infrastructure: cloud, on-premises, hybrid models
- Best practices in AI project management and agile implementation
- Ethical considerations: fairness, bias prevention, transparency, privacy protection
- Common implementation challenges and how to overcome them
- Vendor selection, partnerships, and build-vs-buy decisions

By the end of this day, participants are equipped with a practical framework to ensure successful AI deployment.

Day 5: Future of AI and Strategic Planning

The program concludes by exploring the future of AI and guiding participants toward long-term planning and strategic foresight.

Topics include:

- Emerging AI trends: generative AI, autonomous systems, intelligent automation
- The impact of AI on industry disruption and competitive landscapes
- How AI is reshaping business models and value creation
- Designing a long-term AI roadmap for the organization
- Prioritizing initiatives and defining clear milestones
- Developing an action plan for immediate implementation

Participants consolidate their learning into a tangible, organization-specific blueprint that can be used to drive transformation after the course.

Why Attend This Course: Wins & Losses!

- A complete and practical understanding of AI from a business leadership perspective.
- The ability to design a tailored AI strategy that aligns with your organization's goals.
- Identification of 3-5 high-value AI use cases with immediate potential for impact.
- A clear roadmap with defined phases, milestones, and performance indicators.
- Enhanced confidence in evaluating AI opportunities and making informed decisions.
- Strong awareness of ethical and regulatory considerations to ensure responsible AI use.
- Competitive advantage through early adoption and strategic deployment of AI technologies.

Conclusion

Artificial intelligence is reshaping the business world at a scale comparable to the industrial revolution—but at a much faster pace. Organizations that embrace AI with a clear strategy and informed leadership will unlock new levels of performance, innovation, and competitive success. This program equips participants not only with knowledge but also with a structured, actionable framework for applying AI in meaningful, high-impact ways.

By the end of the one week, participants will have developed the strategic vision, practical tools, and confidence needed to lead AI transformation within their organizations. The journey toward intelligent, future-ready business operations begins with understanding—and this course provides the foundation for everything that follows.