

AI Applications for Business

Amman (Jordan)

1 - 5 November 2026

UK Training

PARTNER



AI Applications for Business

Code: AI32 From: 1 - 5 November 2026 City: Amman (Jordan) Fees: 4900 Pound

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

PARTNER





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.

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

UK Training

PARTNER



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



هيئة تنظيم الكهرباء - عمان
AUTHORITY FOR ELECTRICITY REGULATION, OMAN
Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training

