

## AI-Driven Business Acumen and Strategic Decision-Making

*Düsseldorf (Germany)*

*4 - 8 January 2027*

UK Training

# PARTNER



## AI-Driven Business Acumen and Strategic Decision-Making

Code: AI32 From: 4 - 8 January 2027 City: Düsseldorf (Germany) Fees: 5900 Pound

### 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.



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