BLACKBIRD FOR TRAINING

Foundations of AI in HR Management

30 August – 3 September 2027
Düsseldorf (Germany)



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Introduction

In today's business world, artificial intelligence AI has become a central driver of organizational transformation. Among the areas most affected is Human Resources Management HRM. No longer limited to traditional hiring and employee administration, HR is now leveraging data and predictive analytics to improve organizational performance, enhance employee experiences, and build more efficient and innovative workplaces.

This specialized training program on AI in HR Management is designed to meet the needs of executives, team leaders, and HR specialists in both government and private organizations across the Middle East and North Africa. It addresses all professional levels—from early and mid-career professionals seeking to build skills, to senior leaders looking for strategic insights to keep pace with digital transformation.

Through practical content based on global best practices, participants will gain deep knowledge of AI applications in HR, and understand how to leverage them to improve productivity, reduce costs, and future-proof workforce capabilities.

Course Objectives

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

- Understand the fundamentals of AI in Human Resource Management.
- Analyze the role of big data and predictive analytics in strategic decision-making.
- Apply AI-powered tools in recruitment and candidate selection.
- Design learning and development programs using machine learning.
- Enhance employee experience with chatbots and virtual assistants.
- Address ethical and legal aspects of AI adoption in HR.
- Evaluate the impact of AI on organizational performance and productivity.
- Develop action plans for integrating AI into HR strategies.



Course Outlines

Day 1: Introduction to AI in HR Management

- Definition of AI and its importance in the workplace.
- Evolution of AI applications in HR.
- Comparing traditional HR and AI-powered HR.
- Overview of leading global platforms and tools.
- Case studies and real-world examples.
- Key challenges in AI adoption across sectors.

Day 2: Data and Predictive Analytics in HR

- Big Data in HR management.
- Collecting and processing employee-related data.
- Using predictive analytics for performance forecasting and retention.
- AI applications in CV and profile evaluations.
- Industry-specific case studies e.g., banking and telecom.
- Practical workshop: HR data analysis with AI tools.

Day 3: Smart Recruitment and Employee Lifecycle Management

- AI-driven recruitment systems ATS.
- Machine learning algorithms for candidate-job matching.
- Automated CV screening and virtual interviews.
- Enhancing candidate experience with AI chatbots.
- AI-supported onboarding of new hires.
- Workshop: Designing an AI-driven recruitment journey.

Day 4: Workforce Development and Employee Experience

- Building personalized training programs using AI.
- Adaptive learning for workforce skill enhancement.
- Leveraging AI-driven virtual assistants for employee support.
- Sentiment analysis to track and improve employee satisfaction.
- AI applications for performance management.
- Case study: Oil and gas industry workforce development.



Day 5: Ethical and Strategic Dimensions of AI in HR

- Legal and ethical implications of AI in HR.
- Addressing algorithmic bias and fairness.
- Building an organizational strategy for AI adoption in HR.
- Measuring the success of AI initiatives.
- Group activities: Creating a strategic action plan.
- Final wrap-up and integration of all concepts.

Why Attend This Course: Wins & Losses!

- Gain advanced knowledge of AI applications in HR.
- Acquire hands-on tools applicable in real organizations.
- Develop innovative strategies to improve employee experience.
- Enhance data-driven decision-making capabilities.
- Understand legal and ethical challenges of AI.
- Strengthen HR's role as a strategic driver of organizational success.
- Access content tailored to the MENA region.
- Engage in applied workshops and case studies.

Conclusion

Artificial intelligence represents a strategic tool for transforming Human Resources Management. From recruitment to workforce development and performance improvement, AI delivers innovative solutions that reshape HR's role in organizational success.

Through this program, participants will gain the ability to integrate AI effectively into HR strategies while navigating ethical and legal considerations.

Investing in AI in HR Management is no longer optional—it is a necessity for organizations seeking competitiveness in rapidly evolving markets. With the insights and strategies provided in this program, leaders and HR professionals will be equipped to design practical, actionable roadmaps to create smarter, more adaptive, and future-ready workplaces.

