Artificial Intelligence Skills for Business Development

2 – 6 August 2027
Amsterdam (Netherlands)



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Introduction

Artificial intelligence skills for business development have become essential for improving operational efficiency, enhancing output quality, accelerating task completion, and supporting data-driven decisions. Artificial intelligence is no longer limited to technical specialists. It has become a practical tool that employees and managers can use for planning, analysis, reporting, service development, and customer experience improvement.

This course provides a practical approach to using modern artificial intelligence tools in the workplace. Participants will learn how to identify suitable AI opportunities, write effective prompts, analyze data, produce professional reports, automate repetitive tasks, and design advanced presentations. The course also addresses output quality, data protection, and the verification of AI-generated content.

The course is designed for managers, team leaders, business development professionals, and employees working in planning, sales, marketing, human resources, finance, project management, operations, and customer service within government and private organizations.

The course focuses on transforming artificial intelligence from an individual productivity tool into an organizational capability that supports productivity and digital transformation. Participants will complete practical activities that help them develop solutions applicable to their daily work.

Course Objectives

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



- Understand the fundamental concepts of artificial intelligence and its applications in business development.
- Identify processes and tasks that can be improved using artificial intelligence tools.
- Evaluate AI opportunities according to their expected value and potential risks.
- Write clear and structured prompts to produce accurate and usable results.
- Develop a prompt library that supports recurring tasks across different departments.
- Use artificial intelligence for professional research, information gathering, and summarization.
- Analyze business data and identify important patterns and indicators.
- Convert analytical findings into practical recommendations that support decision-making.
- Prepare clear management and executive reports using intelligent tools.
- Design advanced presentations aligned with management and stakeholder requirements.
- Automate tasks and workflows to reduce processing time and operational errors.
- Use artificial intelligence to develop products, services, and customer experiences.
- Apply AI tools across sales, marketing, and internal operations.
- Verify the accuracy and quality of AI-generated outputs.
- Manage risks related to privacy, bias, intellectual property, and information security.
- Establish performance indicators to measure the impact of AI applications.
- Prepare a practical plan for implementing artificial intelligence in the workplace.
- Support digital transformation initiatives through the responsible use of artificial intelligence.

Course Outlines

Day 1: Applying Artificial Intelligence to Business Development.

- Understanding generative artificial intelligence, its capabilities, and its limitations.
- Analyzing the impact of artificial intelligence on business models and organizational processes.
- Identifying opportunities to use intelligent tools across different departments.
- Classifying tasks according to their suitability for improvement or automation.
- Evaluating the operational and commercial value of proposed use cases.
- Identifying the data and resources required for implementation.
- Reviewing risks related to accuracy, privacy, and excessive reliance on AI tools.
- Preparing an initial map of artificial intelligence opportunities within the organization.
- Practical exercise on prioritizing use cases according to value and feasibility.

Day 2: Prompt Engineering and Professional Output Development.

- Understanding the components of an effective prompt and their impact on output quality.
- Defining the objective, context, role, constraints, and required output format.
- Writing prompts for professional correspondence, reports, and summaries.
- Using prompt chaining to complete complex tasks in structured stages.
- Providing reference examples to improve output consistency.
- Reviewing results and refining prompts to address weaknesses.
- Creating reusable prompt templates for work teams.
- Verifying facts and sources before approving AI-generated content.
- Practical exercise on producing an executive report using a structured prompt sequence.



Day 3: Data Analysis and Decision Support.

- Identifying management questions that can be answered through data.
- Preparing and organizing data before analysis.
- Using artificial intelligence to summarize data and identify patterns.
- Analyzing trends, variances, and potential causes of problems.
- Converting analytical results into measurable performance indicators.
- Developing scenarios to compare available alternatives.
- Preparing practical recommendations based on data and evidence.
- Presenting findings through clear tables, charts, and explanations.
- Distinguishing between correlation and conclusions that require further verification.
- Practical exercise on analyzing business data and preparing a decision memo.

Day 4: Task Automation, Reporting, and Presentations.

- Identifying repetitive tasks that consume employees' time.
- Analyzing workflow stages and identifying automation opportunities.
- Designing intelligent processes for collecting, organizing, and summarizing information.
- Automating the preparation of drafts, reports, and meeting minutes.
- Using artificial intelligence to track tasks, actions, and commitments.
- Preparing management reports for different organizational levels.
- Designing presentations supported by data and clear messages.
- Reviewing the quality of reports and presentations before approval.
- Measuring time and quality before and after automation.
- Practical exercise on developing an automated workflow for an administrative task.

Day 5: Designing an Applicable Artificial Intelligence Initiative.

- Selecting a use case connected to a clear organizational priority.
- Defining the current problem and the intended implementation outcomes.
- Analyzing stakeholders and initiative implementation requirements.
- Identifying the required data, tools, resources, and responsibilities.
- Establishing controls for data protection and output quality verification.
- Defining performance indicators and methods for measuring achieved value.
- Preparing a limited-scope pilot plan before wider implementation.
- Analyzing implementation risks and developing appropriate responses.
- Preparing an executive presentation for the proposed AI initiative.
- Evaluating practical projects according to feasibility, value, and risk.
- Preparing an action plan for using artificial intelligence after the course.



Why Attend this Course: Wins & Losses!

- Improve the efficiency of daily tasks using artificial intelligence tools.
- Enhance the quality of reports, correspondence, and presentations.
- Reduce the time required for research, analysis, and content preparation.
- Develop the ability to write prompts that produce more accurate outputs.
- Transform available data into insights that support management decisions.
- Identify automation opportunities and improve organizational workflows.
- Improve collaboration and knowledge exchange between departments.
- Develop use cases connected to actual business requirements.
- Strengthen the ability to assess output quality before approval.
- Support digital transformation through practical and measurable applications.
- Reduce errors resulting from manual and repetitive tasks.
- Improve the organization's ability to develop its services and customer experience.

Conclusion

The Artificial Intelligence Skills for Business Development course provides a practical framework that helps employees and managers use artificial intelligence tools to improve performance, develop processes, and support decision-making. The course focuses on the structured use of intelligent tools in the workplace while considering output quality, data protection, and organizational governance requirements.

The course begins by explaining the capabilities and limitations of artificial intelligence and analyzing its potential applications across different departments. Participants learn how to evaluate use cases according to expected value, feasibility, and associated risks. This approach helps direct resources toward applications capable of delivering a clear practical impact.

The course also covers prompt engineering skills and explains how to structure instructions that produce more accurate professional reports, summaries, correspondence, and content. Participants practice reviewing and verifying outputs while developing reusable prompt templates for their teams.

The course examines the use of artificial intelligence in data analysis, trend identification, scenario development, and the preparation of recommendations that support management decisions. It also explains how to automate repetitive tasks, design more efficient workflows, and prepare reports and presentations aligned with management and stakeholder requirements.

During the final stage, participants develop a practical artificial intelligence initiative for a specific workplace environment. The initiative includes defining the problem, intended outcomes, required resources, risks, usage controls, and performance indicators. The course therefore provides an integrated approach for transforming artificial intelligence from limited individual experiments into structured organizational applications that support productivity, output quality, and digital transformation.

