



## **COURSE OVERVIEW SS0355** **AI for Business Transformation - How AI Enhances** **Efficiency & Decision-Making**

### **Course Title**

AI for Business Transformation - How AI Enhances Efficiency & Decision-Making

### **Course Date/Venue**

Session 1: April 28-May 02, 2025/Fujairah  
Meeting Room, Grand Millennium  
Al Wahda Hotel, Abu Dhabi, UAE

Session 2: September 15-19, 2025/Tamra  
Meeting Room, Al Bandar Rotana  
Creek, Dubai UAE



### **Course Reference**

SS0355

### **Course Duration/Credits**

Five days/3.0 CEUs/30PDHs

### **Course Description**



***80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.***

This course is designed to provide participants with a detailed and up-to-date overview of AI for Business Transformation - How AI Enhances Efficiency & Decision-Making. It covers the key AI technologies, the differences between AI, machine learning and deep learning and the role of AI in business strategy; how AI enhances productivity and efficiency and its impact on decision-making; the key AI technologies driving business innovation covering machine learning, natural language processing, computer vision and robotics and intelligent process automation (RPA); the AI maturity in an organization; and the AI in business process automation (BPA).



Further, the course will also discuss the AI in supply chain management, human resource management (HR), customer relationship management (CRM) and financial services and risk management; the AI in data-driven decision making, predictive analytics for business strategy, powered business intelligence (BI) as well as marketing and consumer insights; the AI in personalized customer experiences, hyper-personalization strategies, personalized financial services and personalized treatment plans; the bias in AI algorithms, strategies for fair and transparent AI, AI governance and regulatory compliance; and the ethical AI in hiring, finance and healthcare.





During this interactive course, participants will learn the data privacy and AI regulations, AI in corporate governance and compliance, risk management in AI development and the AI accountability in business operations; the common barriers to AI adoption in businesses, the AI talent and skill gaps, the AI infrastructure and data requirements and the resistance to AI adoption; the AI for threat detection and cybersecurity, identity verification and fraud prevention; the AI solutions in enterprises, building a sustainable AI strategy and the role of AI in future workplaces; scaling AI solutions in enterprises, building a sustainable AI strategy as well as the role of AI in future workplaces; and the future trends in AI for business and AI Adoption strategies for small and large enterprises.

### **Course Objectives**

Upon the successful completion of the course, each participant will be able to:-

- Apply and gain a comprehensive knowledge on artificial intelligence for business transformation and how AI enhances efficiency and decision-making
- Discuss the key AI technologies, the differences between AI, machine learning, and deep learning and the role of AI in business strategy
- Explain how AI enhances productivity and efficiency and its impact on decision-making
- Identify the key AI technologies driving business innovation covering machine learning, natural language processing, computer vision and robotics and intelligent process automation (RPA)
- Evaluate AI maturity in an organization and apply AI in business process automation (BPA)
- Carryout AI in supply chain management, human resource management (HR), customer relationship management (CRM) and financial services and risk management
- Employ AI in data-driven decision making, predictive analytics for business strategy, powered business intelligence (BI) and marketing and consumer insights
- Use AI in personalized customer experiences, hyper-personalization strategies, personalized financial services and personalized treatment plans
- Discuss bias in AI algorithms, strategies for fair and transparent AI, AI governance and regulatory compliance and ethical AI in hiring, finance and healthcare
- Implement data privacy and AI regulations, AI in corporate governance and compliance, risk management in AI development and ensuring AI accountability in business operations
- Identify the common barriers to AI adoption in businesses, address AI talent and skill gaps, manage AI infrastructure and data requirements and overcome resistance to AI adoption
- Apply AI for threat detection and cybersecurity, identity verification and fraud prevention
- Scale AI solutions in enterprises, build a sustainable AI strategy and discuss the role of AI in future workplaces
- Discuss the future trends in AI for business and apply AI Adoption strategies for small and large enterprises



### **Exclusive Smart Training Kit - H-STK®**



Participants of this course will receive the exclusive “Haward Smart Training Kit” (**H-STK®**). The **H-STK®** consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

### **Who Should Attend**

This course provides an overview of all significant aspects and considerations of AI for business transformation - how AI enhances efficiency and decision-making for business leaders and executives, department heads and managers, data and business analysts, IT and digital transformation professionals and anyone interested in ai for business.

### **Training Methodology**

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours: -

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### **Course Fee**

**US\$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### **Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.






### **Course Certificate(s)**

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### **Certificate Accreditations**

Certificates are accredited by the following international accreditation organizations:

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.



### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. Chris Le Roux**, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling & Control, Project Management, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes,**

**Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Leadership Orientation Programme, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist & Project Manager** wherein he was responsible in the project management and private psychology practices.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director, Medico Legal Assessor Psychologist, Training & Development General Manager, Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior HR Consultant, Senior Lecturer, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

### **Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

|             |   |
|-------------|---|
| 0730 – 0800 | Registration & Coffee   |
| 0800 – 0815 | Welcome & Introduction  |
| 0815 – 0830 | <b>PRE-TEST</b>   |
| 0830 – 0900 | <b>Understanding Artificial Intelligence (AI)</b><br>Definition of AI and Its Evolution • Key AI Technologies (Machine Learning, NLP, Computer Vision, Robotics) • Differences Between AI, Machine Learning and Deep Learning • The Role of AI in Business Strategy |
| 0900 – 0930 | <b>AI in Business Transformation</b><br>Why AI is Disrupting Traditional Business Models • How AI Enhances Productivity and Efficiency • Case Studies of AI-Driven Business Transformation • Common Challenges in AI Adoption                                       |
| 0930 – 0945 | Break   |
| 0945 – 1100 | <b>The Impact of AI on Decision-Making</b><br>How AI Improves Data-Driven Decision-Making • AI versus Human Decision-Making: Strengths & Weaknesses • Predictive Analytics and Business Forecasting • Ethical and Bias Considerations in AI Decision-Making         |
| 1100 – 1230 | <b>Key AI Technologies Driving Business Innovation</b><br>Machine Learning for Predictive Analytics • Natural Language Processing for Customer Insights • Computer Vision in Automation and Quality Control • Robotics and Intelligent Process Automation (RPA)     |
| 1230 – 1245 | Break   |
| 1245 – 1330 | <b>AI Readiness Assessment for Businesses</b><br>Evaluating AI Maturity in an Organization • Understanding AI Infrastructure and Data Requirements • Identifying AI Use Cases in Different Industries • Creating an AI Adoption Roadmap                             |
| 1330 – 1420 | <b>Hands-on: Building an AI Roadmap for Your Business</b><br>Identifying AI Opportunities in Your Industry • Aligning AI with Business Goals • Assessing Data Readiness for AI Implementation • Defining Key Performance Indicators (KPIs) for AI Success           |
| 1420 – 1430 | <b>Recap</b><br>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed  |
| 1430        | Lunch & End of Day One  |

#### **Day 2**

|             |   |
|-------------|---|
| 0730 – 0830 | <b>AI in Business Process Automation (BPA)</b><br>What is BPA and How AI Enhances It? • Role of AI in Workflow Optimization • Intelligent Chatbots and Virtual Assistants • Case Studies in AI-Powered Automation |
| 0830 – 0930 | <b>AI in Supply Chain Management</b><br>Predictive Analytics for Demand Forecasting • AI in Logistics and Route Optimization • Smart Warehousing with AI and IoT • AI-Driven Supplier and Inventory Management    |
| 0930 – 0945 | Break   |



|             |   |
|-------------|---|
| 0945 – 1100 | <b>AI in Human Resource Management (HR)</b><br>AI in Talent Acquisition and Recruitment • AI-Based Employee Performance Analytics • AI-Powered Training and Development Programs • Ethical Considerations of AI in HR                                     |
| 1100 – 1230 | <b>AI in Customer Relationship Management (CRM)</b><br>AI for Personalized Customer Engagement • Sentiment Analysis in Customer Feedback • AI Chatbots and Virtual Assistants for Customer Service • Automating Customer Segmentation and Lead Scoring    |
| 1230 – 1245 | Break   |
| 1245 – 1330 | <b>AI in Financial Services &amp; Risk Management</b><br>Fraud Detection Using Machine Learning • AI in Credit Scoring and Loan Approval • Automated Financial Forecasting and Reporting • AI in Algorithmic Trading and Investment Strategies            |
| 1330 - 1420 | <b>Hands-on: AI-Powered Business Automation Use Cases</b><br>Implementing AI Chatbots for Customer Support • Using AI for Sales Forecasting in Retail • Automating HR Recruitment Processes with AI • Developing an AI Strategy for Business Optimization |
| 1420 – 1430 | <b>Recap</b><br>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed  |
| 1430        | Lunch & End of Day Two  |

### Day 3

|             |   |
|-------------|---|
| 0730 – 0830 | <b>AI in Data-Driven Decision Making</b><br>The Importance of Data in AI Decision-Making • Real-Time Decision Support Systems • How AI Automates Business Decision-Making • Human-AI Collaboration in Decision-Making                               |
| 0830 – 0930 | <b>AI in Predictive Analytics for Business Strategy</b><br>Understanding Predictive Modeling in Business • AI for Market Trend Analysis • AI for Customer Churn Prediction • AI in Demand Forecasting   |
| 0930 – 0945 | Break   |
| 0945 -1100  | <b>AI-Powered Business Intelligence (BI)</b><br>Role of AI in Data Visualization and Reporting • AI-Driven Self-Service BI Tools • AI for Competitive Market Analysis • Implementing AI in Performance Dashboards                                   |
| 1100 - 1230 | <b>AI in Marketing &amp; Consumer Insights</b><br>AI for Customer Behavior Analysis • AI in Automated Digital Advertising • AI-Driven Content Recommendations • AI in Social Media Sentiment Analysis   |
| 1230 – 1245 | Break   |
| 1245 – 1330 | <b>AI &amp; The Future of Personalization in Business</b><br>AI in Personalized Customer Experiences • AI in Retail: Hyper-Personalization Strategies • AI in Personalized Financial Services • AI in Healthcare: Personalized Treatment Plans      |
| 1330 - 1420 | <b>Hands-on: Implementing AI for Predictive Decision-Making</b><br>Building an AI-Driven Business Dashboard • Implementing AI-Based Market Segmentation • Using AI for Sales and Demand Forecasting • Developing a Data-Driven AI Business Strategy |
| 1420 – 1430 | <b>Recap</b><br>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed  |
| 1430        | Lunch & End of Day Three  |





#### Day 4

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|-------------|--|
| 0730 – 0830 | <b>Ethical AI and Bias Mitigation</b><br><i>Understanding Bias in AI Algorithms • Strategies for Fair and Transparent AI • AI Governance and Regulatory Compliance • Ethical AI in Hiring, Finance and Healthcare</i>                                    |
| 0830 - 0930 | <b>AI Governance &amp; Compliance in Business</b><br><i>Data Privacy and AI Regulations (GDPR, CCPA) • AI in Corporate Governance and Compliance • Risk Management in AI Deployment • Ensuring AI Accountability in Business Operations</i>              |
| 0930 – 0945 | Break  |
| 0945 – 1100 | <b>AI Implementation Challenges &amp; Solutions</b><br><i>Common Barriers to AI Adoption in Businesses • Addressing AI Talent and Skill Gaps • Managing AI Infrastructure and Data Requirements • Overcoming Resistance to AI Adoption</i>               |
| 1100 – 1230 | <b>AI &amp; Cybersecurity in Business</b><br><i>AI for Threat Detection and Cybersecurity • AI in Identity Verification and Fraud Prevention • AI-Powered Risk Scoring for Enterprises • Cybersecurity Challenges in AI-Powered Businesses</i>           |
| 1230 - 1245 | Break  |
| 1245 – 1330 | <b>Scaling AI Solutions in Enterprises</b><br><i>Transitioning from AI Pilots to Full-Scale Implementation • Cloud versus On-Premise AI Solutions • AI in Multi-Cloud and Hybrid Environments • Measuring ROI for AI Investments</i>                     |
| 1330 - 1420 | <b>Hands-on: Building an AI Ethics &amp; Compliance Framework</b><br><i>Identifying AI Risks in Business Operations • Designing an AI Ethics and Governance Policy • Creating AI Compliance Checklists • Ensuring AI Transparency and Explainability</i> |
| 1420 – 1430 | <b>Recap</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed</i>  |
| 1430        | Lunch & End of Day Four  |

#### Day 5

|             |  |
|-------------|--|
| 0730 – 0830 | <b>AI Strategy for Business Growth</b><br><i>Building a Sustainable AI Strategy • How AI Drives Digital Transformation • AI in Mergers, Acquisitions and Business Expansion • AI-Driven Innovation in Competitive Markets</i>                                |
| 0830 - 0930 | <b>The Role of AI in Future Workplaces</b><br><i>AI and Workforce Augmentation • The Future of AI-Powered Remote Work • AI in Decision-Making for CEOs and Business Leaders • AI for Collaboration and Productivity Enhancement</i>                          |
| 0930 – 0945 | Break  |
| 0945 – 1100 | <b>Future Trends in AI for Business</b><br><i>AI in Quantum Computing and Advanced Analytics • AI-Powered Robotics and Process Automation • The Role of AI in Smart Cities and IoT • Emerging AI Technologies: What's Next?</i>                              |
| 1100 – 1230 | <b>AI in Business Case Studies</b><br><i>AI in Retail: Amazon's AI-Powered Supply Chain • AI in Finance: JPMorgan's AI for Risk Management • AI in Healthcare: IBM Watson in Disease Diagnosis • AI in Transportation: Tesla's AI for Autonomous Driving</i> |





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|-------------|--|
| 1230 - 1245 | Break  |
| 1245 - 1345 | <b>AI Adoption Strategies for Small &amp; Large Enterprises</b><br><i>AI for Startups versus AI for Enterprises • How SMEs Can Leverage AI Without Huge Investments • AI in Business Process Reengineering (BPR) • Steps for AI-Driven Organizational Transformation</i> |
| 1345 - 1400 | <b>Course Conclusion</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>   |
| 1400 - 1415 | <b>POST-TEST</b>   |
| 1415 - 1430 | <i>Presentation of Course Certificates</i>   |
| 1430        | <i>Lunch &amp; End of Course</i>   |

### **Practical Sessions**

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



### **Course Coordinator**

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