Applied AI for Business & Public Sector

COURSE OVERVIEW

This course shifts the focus from theoretical AI concepts to the practical application of artificial intelligence in real-world business and public sector contexts. It covers the end-to-end process of AI project management, including problem definition, data readiness assessment, solution design, vendor selection, and change management, with a strong emphasis on ethical considerations, governance, and measuring ROI in complex organizational environments. Participants will learn a structured framework for identifying, evaluating, and implementing AI solutions to address specific organizational challenges, such as optimizing operations, enhancing citizen services, improving decision-making, and personalizing user experiences.

WHO SHOULD ATTEND?

This course is tailored for business leaders, department heads, public administrators, policy makers, project managers, and strategic consultants in both corporate and government settings who are responsible for driving innovation, improving efficiency, and making decisions about adopting AI technologies to solve tangible problems.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:
- Identify high-impact opportunities for AI application within your organization.
- Lead an AI project from ideation through to implementation planning.
- Evaluate AI vendors and solutions based on organizational needs and constraints.
- Develop a business case for AI initiatives, including expected ROI and success metrics.
- Design a governance framework to ensure ethical and responsible AI use.
- Manage the organizational change associated with AI adoption.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;
- A proven framework for scoping and prioritizing AI projects aligned with strategic goals.
- How to assess your organization's AI readiness, particularly regarding data assets and skills.
- The practical applications of key AI technologies (e.g., NLP, computer vision, predictive analytics) in business and public service contexts.
- The process of building a robust business case and calculating the value proposition for an AI initiative.
- Critical ethical and regulatory considerations, including bias mitigation, transparency, and data privacy (e.g., GDPR).
- Strategies for building an AI-ready culture and managing the human impact of automation.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.
1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded