



Mastering Generative Artificial Intelligence (GenAI)

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SPECIALTY TRAINING

Why Attend

The emergence of consumer-facing Generative Artificial Intelligence (AI), also referred to as GenAI, tools like ChatGPT has marked a pivotal moment in technology—not only reshaping the consumer sector but also revolutionizing the business landscape. Are you and your organization ready for the monumental changes and challenges on the horizon?

According to McKinsey & Company, Generative AI could contribute between USD \$21 billion and \$35 billion annually to the economies of the Gulf Cooperation Council (GCC) countries, accounting for 1.7% to 2.8% of the region's non-oil GDP. Goldman Sachs also notes that two-thirds of U.S. occupations could be affected by AI-powered automation, fundamentally reshaping the workforce.

Despite these opportunities, organizations face significant talent shortages in AI. The rapid advancement of Generative AI has created a skills gap, with many companies struggling to find professionals equipped to implement and manage these technologies.

This practical course will provide non-technical professionals with the essential knowledge and guidance to actively participate in AI-driven decision-making. By addressing the talent gap, participants can empower their organization to build internal capabilities and cultivate an AI-ready culture.

Course Methodology

This course combines case studies to inspire strategic thinking, hands-on labs to solve organizational problems with commercial GenAI tools, group presentations for collaborative insight-sharing, Q&A sessions to clarify concepts, and gamification through quizzes and challenges to optimize learning and enhance engagement.

Course Objectives

By the end of the course, participants will be able to:

- Explain the fundamentals of GenAI and Machine Learning in a business context.
- Identify strategic opportunities to leverage Generative AI for innovation and competitive advantages.
- Demonstrate the practical use of Generative AI tools through interactive labs to enhance organizational operations.
- Develop strategies to lead AI adoption and foster an AI-ready culture within the organization.
- Design actionable plans to integrate AI solutions for improved efficiency and competitiveness.

Target Audience

This course is designed for professionals, across any industry, who are eager to leverage the power of Generative AI to enhance their work productivity, streamline processes, and drive innovation, both within their organization and across their career.

Target Competencies

- AI Literacy
- Innovation Management
- Generative AI Strategy Management
- Generative AI Risk Management
- Change Management

Course Outline

- Where does AI Begin: Machine Learning in Practice
 - The Artificial Intelligence (AI) Landscape
 - Supervised Machine Learning
 - Unsupervised Machine Learning
- Managing Machine Learning Projects
 - The Cross-Industry Standard Process for Data Mining (CRISP-DM) framework
 - Machine Learning Operations (MLOps)
 - Machine Learning in Production
 - Machine Learning Risks & Ethical Considerations
 - Machine Learning and AI Regulations
- Harnessing the Power of Generative AI



- Deep Learning
- Deep Learning in Business
- Training a Classification Model Using a No-Code Tool
- Generative AI
- Generative AI in Business
- Experimenting with Generative AI
 - The Generative AI Landscape
 - Experimenting with different Generative AI Models
 - Generative AI Risks
 - Managing Generative AI Risks
 - Prompt Engineering
 - Retrieval-Augmented Generation (RAG)
 - Fine-Tuning AI
 - Regulatory Compliance
- Beyond Generative AI Proof of Concept (PoC)
 - Generative AI Costs Drivers
 - Implementation Strategies
 - Developing a case study for Generative AI in Business
 - Change Management
 - Developing a Change Management Strategy



Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2025

US\$ 5700

Fees + VAT as applicable

Tax Registration Number 100239834300003



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