AI FOR BUSINESS LEADERS

📅 5 - 7 January 2025

🕐 9:00am - 2:00pm

📍 The Academy for Professional Development, MCBS

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About:

AI for Business course, designed to provide you with a practical understanding of how Artificial Intelligence (AI) can be used to benefit businesses of all types and sizes.

AI has become increasingly popular in recent years and is transforming the way we do business. With its ability to automate tasks, analyze data, and provide valuable insights, AI has the potential to drive growth and innovation for businesses in many different industries.

This course is designed to be non-technical, meaning that you do not need a background in programming or data science to understand the concepts presented. Instead, we will focus on the practical applications of AI in the business world, and how it can be used to improve efficiency, customer experiences, and decision⊠making.

Learning Outcomes

This course will give you a full overview of the Artificial Intelligence journey. Upon completing this course, you will know:

- The difference between the 4.0 and 5.0 Industrial Revolution

- The History of Data Science

- The Difference between data analysis and data analytics Data and business infographic The Difference between Traditional and Big data

- The Typical Data Science process and life cycle

- The difference between structured data and unstructured data

- Introduction to Machin Learning

- AI in the METAVERSE

- Data Science Domains

- What AI can do and cannot do?

- AI Uprising

- Building Blocks of AI

- Common terminologies in real world

- Common tools used for creating Artificial Intelligence

- Common techniques in Artificial Intelligence

- Application of AI in various industries

- Application of AI in different functions

- What do you need to enable AI/ML practice in your organization?

- How to recruit a team for enabling AI/ML

- Common misconceptions about AI & ML

- The Artificial Intelligence creation process

- Promises and challenges of Artificial Intelligence

Course Agenda

Section 1: What is Artificial Intelligence & Machine Learning

- What is Artificial Intelligence & Machine Learning

- History of AI & ML

Section 2: What AI can and cannot do?

- Types of Machine Learning

- AI vs. Humans

- When to Apply AI & ML

Section 3: AI uprising

- ANI vs AGI vs. ASI

- Recent AI uprising

- How is the world changing?

Section 4: Building Blocks of AI

- What are the typical components of an AI system?

- Common Terminologies

Section 5: Common tools used for creating Artificial Intelligence

- Common Data Capturing Types and Tools

- Common Tools in the Data Science Spectrum

Section 6: Common techniques in Artificial Intelligence

- Overview of Common Techniques
- Reinforcement Learning Reads
- Understand Machine Learning techniques.

Section 7: Application of AI in Various industries

- Introduction
- Banking
- E-Commerce
- Healthcare
- Telecom

## Section 8: Application of AI in different functions

- Human Resources
- Sales
- Operations
- Marketing
- Supply Chain

Section 9: What do you need to enable AI/ML practices in your organization?

- Overview
- Level of Change
- Building your AI Strategy (Part 1)
- Timelines for Building AI Strategy
- Building AI Strategy (Part 2)

Section 10 : How to recruit a team for enabling AI/ML?

- Roles in Artificial Intelligence
- Keys to recruit top AI/ML talent.
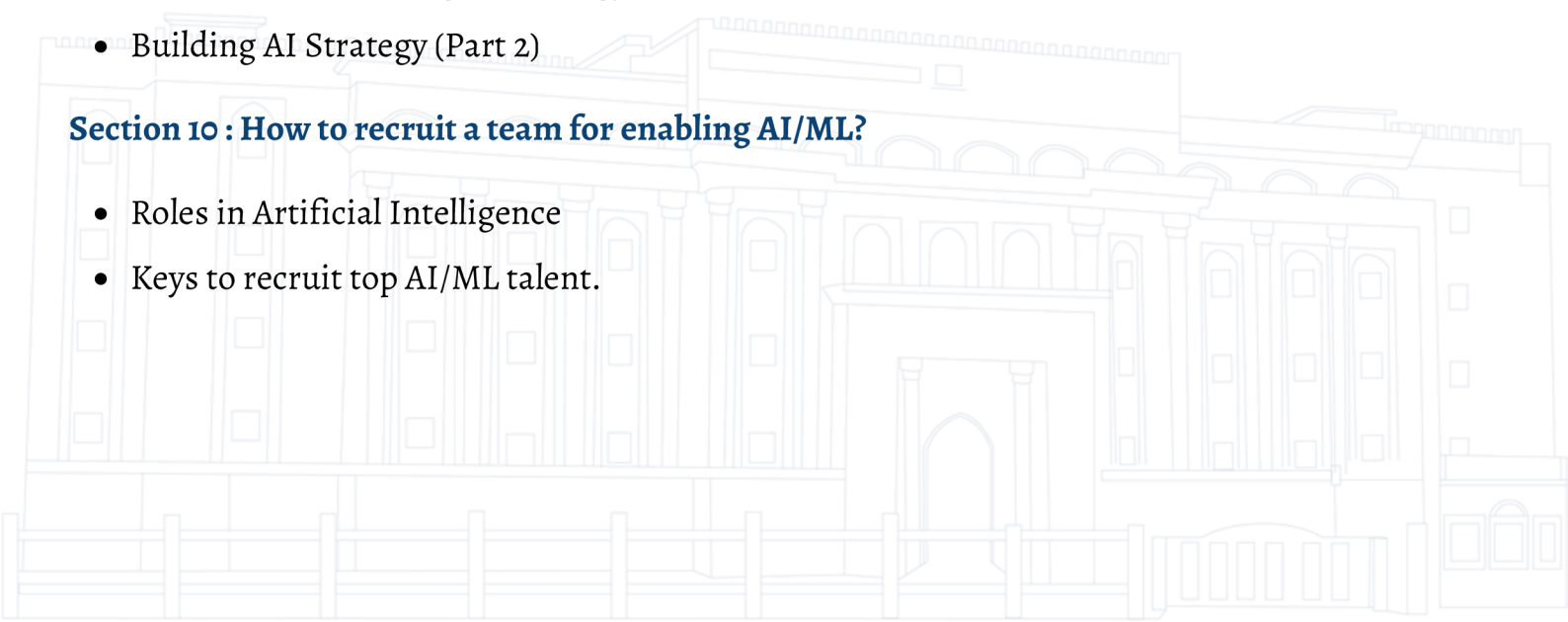
Section 11: Common misconceptions about AI/ML

Section 12: The Artificial Intelligence Creation Process

- Stages of Model Building and Problem Definition
- Hypothesis Generation
- Data Extraction or Collection
- Data Exploration
- Basics of Model Building
- ML projects and Model Evaluation

Section 13: Promises and Challenges of Artificial Intelligence

- Promises and Challenges of Artificial Intelligence The
- Need for designing Safe AI

Who Should Attend

- Senior Managers, Department Heads
- Supervisors and Team Leaders
- Anyone interested in understanding and applying these technologies for business use.

ENG. AHMAD TURKI OBAIDAT

PROFILE

Ahmad Obaidat is a highly accomplished AI and Data Science expert with a robust background in smart technology, machine learning, and digital transformation. With a strong foundation in nuclear engineering, Ahmad has seamlessly transitioned into the AI and data science domain, where he has made significant contributions to various sectors, including education, government services, utilities, and startups. Fluent in both English and Arabic, Ahmad is known for his strategic vision, innovative thinking, and leadership in driving AI solutions that enhance operational efficiency, service delivery, and technological advancement.

PROFESSIONAL EXPERIENCE

- CEO at Unihance
- Senior Partner at Sight MENA
- Artificial Intelligence Consultant at RSAF - Royal Saudi Air Force
- Artificial Intelligence Energy Consultant - Algebra Intelligence
- AI Expert Mentor at U.S. Department of State
- AI Strategy Consultant at General Directorate of Residence and Foreigners Affairs
- Digital Transformation Advisor at EPLO European Public Law Organization
- Artificial Intelligence Consultant at Beyond Limits
- Startup Mentor at Newchip Accelerator
- AI R&D Principal Engineer at Avertra Corp
- Artificial Intelligence Consultant at Avertra Corp
- Research and Development Lead Engineer at Avertra Corp
- Data Science Consultant & Trainer at STC
- Nuclear Engineer (Core Designer) at Jordan Atomic Energy Commission (JAEC)