



Artificial Intelligence in Business

Potentials and limits of AI for sustainable business success in the digital age

Seminar objective

In the AI seminar, participants acquire comprehensive knowledge about the use of artificial intelligence in the company and learn how to use the potential of AI for sustainable business success. The participants should understand the basics and possible uses of AI for the company and be able to identify the requirements and opportunities in connection with AI. They should also be able to develop and implement AI strategies to ensure long-term success. Practical tips and methods for implementing AI measures as well as monitoring and evaluating successes serve as basic building blocks of the seminar course. Finally, participants will deepen their knowledge of AI-relevant topics such as machine learning, data analytics and automation.

Seminar content

Introduction to AI: From trend analysis to strategy development

- Analysis of AI trends and developments
- Identification of AI requirements and opportunities
- Development of AI strategies

AI implementation: Successful use of AI in the company

- Planning and implementation of AI measures in the company
- Monitoring and evaluating AI success
- Integrating AI into the corporate culture

AI applications: Practical uses of AI in the company

- Machine Learning: Possible uses and application examples
- Data analytics: Benefits and significance of big data in the company
- Automation: Process optimisation and efficiency enhancement through AI

AI communication: Effective presentation of AI measures

- Creation of AI reports and presentations
- Communicating AI measures internally and externally
- Dealing with AI sceptics and critics

Methodology

Transfer tasks Exercise examples Moderated discussion Participant and trainer feedback

Target audience

The seminar "Artificial Intelligence in Companies" is aimed at specialists and managers from all sectors who are interested in using AI technologies in their company or are already working with them. Previous knowledge is not required.

Course ref.

AO3008

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

Location & dates

Münster

07.10.2024 – 08.10.2024
12.02.2025 – 13.02.2025
27.02.2025 – 28.02.2025
06.10.2025 – 07.10.2025

Fee

1.150,00 € (ex. VAT)
1.368,50 € (inc. VAT)



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Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift