



# 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.

AO3012

### Participants

not more than 9 participants

### Schedule

10:00 - 17:00

### Location & dates

#### Münster

07.05.2026

### Fee

990,00 € (ex. VAT)

1.178,10 € (inc. VAT)



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Veranstaltung                      Seminarcode

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