



Fundamental Understanding for Professionals of Artificial Intelligence (AI)

PIK-1025 TRK-IST-1



Place:	Istanbul	Venue:	Levni Hotel (Hoca Paşa, Mahallesi, Ankara Cd. No:12, 34110 Fatih/İstanbul, TURKEY) - TBC	
Start Date:	06-10-2025	End Date:	10-10-2025	PPP: £4550



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**If you can't train them,
you can't blame them!**

Short Description:

This course offers professionals a fundamental understanding of artificial intelligence (AI), highlighting its transformative impact across multiple sectors. By exploring the various applications of AI, participants will gain insights into how this technology is reshaping industries, driving innovation, and enhancing operational efficiency. The course aims to equip attendees with the necessary knowledge to navigate the evolving landscape of AI and its growing significance in the modern workforce. In addition to understanding AI's applications, the course emphasises actionable strategies for leveraging AI within organisations. Participants will learn about practical approaches to integrating AI into their existing frameworks, fostering a culture of innovation, and enhancing decision-making processes. By engaging with real-world case studies and examples, attendees will be better prepared to implement AI solutions that align with their organizational goals and objectives. Furthermore, the course addresses the ethical implications associated with AI technologies. Attendees will explore the moral considerations and potential consequences of AI deployment in various contexts. This discussion will guide professionals in making informed decisions about AI usage, ensuring that their practices promote ethical standards and social responsibility. By the end of the course, participants will have a comprehensive understanding of both the benefits and challenges of AI, preparing them to effectively navigate this complex field.

Course Overview:

COURSE OBJECTIVES

- Understand the core concepts of Artificial Intelligence (AI).
- Explore various applications of AI in different fields.
- Evaluate opportunities for AI adoption in organisations.
- Assess potential challenges associated with implementing AI.
- Identify key ethical considerations in AI development and use.

Phone: (00 44) 208-0900-865 / **Mob.:** (00 44) 757-722-6724 (+WhatsApp) / **Mail:** info@piklondon.com / **Web:** www.piklondon.com

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- Examine data privacy issues related to AI technologies.
- Develop a comprehensive action plan for integrating AI in organisational contexts.

TARGET AUDIENCE

- Professionals looking for an introduction to AI concepts.
- Team leaders aiming to enhance their knowledge of AI.
- Mid-level managers from various industries seeking AI insights.
- Decision-makers interested in the benefits of AI implementation.
- Individuals wanting to understand the impact of AI on business.
- Executives exploring strategic AI applications.
- Stakeholders keen on leveraging AI for competitive advantage.

Program Outline:

DAY 1 - Introduction to Artificial Intelligence

1. Fundamentals of AI & its different types (Narrow AI, General AI, Machine Learning).
2. Evolution of AI & its contemporary applications.
3. Common myths & misunderstandings about AI.
4. Ethical considerations & societal impacts.
5. The Role of AI in Business & Industry.

DAY 2 - AI Applications in Various Industries

1. Decision-making enhanced by AI.
2. Automation powered by AI.
3. Improving customer experiences through AI.
4. Successful case studies showcasing AI implementation.
5. Tools & strategies for adopting AI.

DAY 3 - Overview of AI Tools & Platforms

1. Examination of AI technologies (Natural Language Processing (NLP), Computer Vision, Robotics).
2. Introduction to different machine learning algorithms.
3. Hands-on activities using AI tools.

4. Challenges faced during AI implementation.
5. Review & discussion of key insights.

DAY 4 - Challenges in AI Adoption

1. Tackling biases found in AI systems.
2. Ensuring data protection & compliance with legal standards.
3. Creating a robust change management plan for AI initiatives.
4. Merging AI systems with current infrastructure.
5. Informing stakeholders about the advantages & challenges of AI technology.

DAY 5 - Developing a Strategic AI Roadmap

1. Evaluating readiness for AI integration.
2. Crafting an AI strategy that aligns with organisational objectives.
3. Fostering internal capabilities in AI.
4. Investigating future trends in AI: What lies ahead?
5. Conclusion of the course with Q&A session.