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COURSE BROCHURE

Advanced AI for Business Professionals Training Course

7 – 18 December 2026
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced AI for Business Professionals Training Course

Ref: 4_107 **Date:** 7 – 18 December 2026 **Location:** Casablanca **Fees:** 8500 GBP

Advanced AI for Business Professionals is a 2-week training course for business managers, department heads and strategy and operations professionals that ends with an AI business strategy each participant takes back to the organisation. Generative and predictive AI now reshape how firms win customers, price offers and run operations, so leaders must choose where AI earns a return and where it only adds cost. Jupiter Prime Training runs this course on AI for business professionals.

Why AI for Business Professionals Matters Now

Three forces shape business use of AI today: boards asking every function for measurable productivity gains, customers who expect instant and personalised service, and regulators and investors watching how algorithms treat people and data. A retailer that forecasts demand with machine learning cuts stock-outs and waste; an insurer that automates claims triage without controls risks unfair outcomes and reputational damage. The difference lies in disciplined use case selection, sound business cases and clear accountability. The course rests on ISO/IEC 42001 for AI management systems, the NIST AI Risk Management Framework AI RMF and the Business Model Canvas.

Who Gains Most from AI for Business Professionals

- Those who set direction for a business unit and decide which AI investments it funds
- Those who run commercial functions such as marketing, sales and customer service and must lift conversion and retention
- Those who oversee finance, procurement or operations and look for automation and forecasting gains
- Those who shape corporate strategy, transformation portfolios and business cases
- Those who answer for risk, compliance and the responsible use of customer and employee data

Executive committees and transformation offices gain most when a commercial head, an operations head and a finance or risk lead attend together and weigh the same AI opportunities.

AI for Business Professionals Capabilities

Department heads and strategy staff return able to separate AI opportunities that create margin from those that only create noise:

- Assess where AI changes the value proposition, cost base or revenue model of a business unit — for portfolio and investment committees
- Design a scored long list of AI use cases across commercial and operational functions — for prioritisation by functional heads
- Weigh build, buy and partner options for AI capability — for procurement, IT and vendor decisions
- Calculate the business case, total cost of ownership and payback of an AI initiative — for finance approval
- Specify risk controls, accountabilities and monitoring in line with ISO/IEC 42001 and the NIST AI RMF — for risk, legal and audit committees
- Communicate a sequenced AI strategy with funding gates and measures — for the executive committee and board

Key AI for Business Professionals Terms

- Machine learning — a branch of AI in which models learn patterns from historical data to predict, classify or recommend without explicit rules.
- Large language model — an AI model trained on vast text collections that drafts, summarises, translates and answers questions in natural language.
- AI use case — a specific business problem, its users and data, and the decision or task an AI system will improve.
- Total cost of ownership — every cost of an AI solution over its life, including data preparation, licences, integration, monitoring and retraining.
- Model drift — the gradual loss of accuracy when real-world data moves away from the data a model was trained on.
- AI Risk Management Framework — guidance from the US National Institute of Standards and Technology for mapping, measuring and managing AI risks.

AI for Business Professionals Day by Day

Day 1: AI and the Shifting Competitive Landscape

- Predictive, Generative and Agentic AI — Capability Differences for Business Leaders
- AI-Native Competitors — How New Entrants Reshape Industry Economics
- Business Model Canvas — Locating AI Effects on Value and Cost
- Productivity and Labour Trends — Implications for Workforce Planning
- AI Maturity Self-Assessment — Baseline for the Business Unit

Day 2: Value Creation and AI Business Models

- Value Chain Analysis — Activities Where AI Lifts Margin
- Data Network Effects — When Scale Becomes a Defensible Advantage
- AI-Enabled Products and Services — New Revenue Lines and Pricing
- Platform and Ecosystem Plays — Partnering Versus Owning Customer Access
- Value Hypothesis Statements — Linking Each Idea to a Business Metric

Day 3: Use Case Discovery and Prioritisation

- Pain Point and Process Mining — Sourcing Candidate Use Cases
- Feasibility Scoring — Data, Technology and Skills Readiness
- Impact and Effort Matrix — Ranking the Use Case Long List
- Quick Wins Versus Strategic Bets — Balancing the AI Portfolio
- Use Case Canvas — Users, Data, Decisions and Success Measures

Day 4: AI in Marketing and Sales

- Customer Segmentation Models — Targeting Offers With Propensity Scores
- Generative Content for Campaigns — Brand Safety and Approval Rules
- Dynamic Pricing Algorithms — Margin Gains Against Customer Fairness
- Sales Forecasting and Lead Scoring — Pipeline Decisions for Sales Heads
- Churn Prediction — Retention Actions for High-Value Accounts

Day 5: AI in Customer Service and Experience

- Conversational AI Agents — Scope, Escalation and Service Levels
- Sentiment and Text Analytics — Reading the Voice of the Customer
- Next-Best-Action Engines — Personalising Service Interactions
- Agent Assist Tools — Faster Resolution for Contact Centre Staff
- Customer Experience Metrics — Measuring AI Effects on Satisfaction

Day 6: AI in Finance, Procurement and Operations

- Demand and Cash Flow Forecasting — Inventory and Liquidity Decisions
- Intelligent Document Processing — Automating Invoices and Contracts
- Anomaly Detection — Fraud, Leakage and Control Exceptions
- Spend Analytics and Supplier Risk Scoring — Sourcing Choices
- Predictive Maintenance and Scheduling — Asset Uptime and Capacity Planning

Day 7: Data Readiness and Build, Buy or Partner

- Data Quality and Lineage Checks — Fitness of Data for Modelling
- Data Ownership and Access Rights — Stewardship Across Functions
- Build, Buy or Partner Analysis — Capability, Speed and Control
- AI Vendor Evaluation — Model Transparency, Security and Exit Terms
- Cloud and Platform Options — Cost and Lock-In Considerations

Day 8: Business Cases, ROI and Funding

- AI Business Case Structure — Benefits, Costs and Assumptions
- Total Cost of Ownership Modelling — Data, Licences, Integration and Monitoring
- Net Present Value and Payback — Comparing AI Investments
- Benefit Tracking Metrics — Proving Realised Value After Launch
- Stage-Gate Funding — Releasing Investment as Evidence Builds

Day 9: AI Risk, Regulation and Accountability

- ISO/IEC 42001 Management System — Policies, Roles and Controls
- NIST AI RMF Functions — Govern, Map, Measure and Manage
- Bias, Explainability and Privacy Testing — Protecting Customers and Staff
- Model Drift and Performance Monitoring — Keeping Predictions Reliable
- AI Incident Response — Escalation When Systems Fail or Mislead

Day 10: Assembling the AI Business Strategy

- Workforce Reskilling and Role Redesign — Preparing Staff for AI-Supported Work
- Portfolio Selection — Applying Day Three Scoring to Final Choices
- Business Case Consolidation — Applying Day Eight Models to the Portfolio
- Control Framework Integration — Applying Day Nine Safeguards to Each Initiative
- AI Business Strategy Assembly — Sequencing, Funding Gates and Measures

Applying AI for Business Professionals After the Course

- Run a use case scoring session with functional heads, applying the impact and effort matrix to rank the unit's top ten AI opportunities.
- Build a total cost of ownership and payback model for the highest-ranked initiative and take it to the finance committee for a stage-gate decision.

AI for Business Professionals Questions FAQ

What is AI for business professionals, and why does it matter now?

AI for business professionals is the practice of selecting, funding and controlling AI applications that improve revenue, cost and customer outcomes. It matters now because competitors are already using AI to price, sell and serve faster, and boards expect measurable returns from it.

Which roles gain most from advanced AI for business professionals training?

Business unit leaders, commercial and operations heads, strategy and transformation staff, and finance and risk leads gain most from advanced AI for business professionals training. They decide which AI investments proceed and answer for the returns and risks they bring.

How is an advanced AI for business professionals course different from a data science course?

An advanced AI for business professionals course centres on value, investment and accountability decisions rather than coding. A data science course teaches how to build, train and test models, while this course teaches leaders how to choose, fund and govern them.

What do participants bring back from AI for business professionals training?

Participants bring back a scored use case portfolio, a business case and total cost of ownership model, a build, buy or partner assessment and a risk control framework. You can use them straight away to present funding decisions to your executive committee.

AI for Business Professionals: The Way Forward

The AI business strategy gives an organisation one sequenced view of where AI will create value and how each initiative is funded and controlled. The first decision it informs is which initiative passes the first funding gate. Business unit leaders, finance and risk heads use it together, and the use case scores are worth revisiting once the first initiative reports realised benefits.