

## AI for Managers

### Audience Course AI Overview for Managers

This course is intended for business managers, and decision-makers who want to understand AI technologies and lead successful AI initiatives in their organizations.

### Prerequisites Course AI Overview for Managers

No technical background is required. Participants should have basic business knowledge and an interest in understanding how AI can transform organizations.

### Realization Training AI Overview for Managers

The training combines theoretical instruction with interactive discussions, and practical exercises guided by a trainer. Focus is on strategic decision-making and actionable insights.

### AI Overview for Managers Certificate

After successful completion, participants receive a certificate of participation in AI Overview for Managers.

Duration: 1 day

Price: € 799

[Open Schedule](#)



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## Content AI for Managers

The course AI Overview for Managers from SpiralTrain teaches you how to understand and leverage artificial intelligence for strategic business decisions. You will learn about AI technologies, use cases, implementation strategies, and how to lead AI initiatives that drive innovation and competitive advantage in your organization.

### AI Fundamentals

The course AI Overview for Managers begins with fundamental AI concepts including machine learning, deep learning, generative AI, and large language models. AI capabilities, limitations, and the current landscape are explored.

### Business Applications

This module covers practical AI use cases across business functions including customer service, marketing, operations, and data analysis. Industry examples, competitive advantages, and ROI considerations are discussed.

### Implementation Strategy

Here participants learn to develop AI implementation strategies including readiness assessment, data requirements, technology decisions, vendor selection, pilot projects, change management, team building, and defining success metrics.

### Leadership and Governance

The course concludes with ethical considerations, responsible AI, privacy, compliance, risk management, governance frameworks, stakeholder communication, budget planning, and developing long-term AI strategies with actionable plans.

## Modules AI for Managers

Module 1: AI Fundamentals	Module 2: Business Applications	Module 3: Implementation Strategy
What is AI Machine Learning Basics Deep Learning Concepts Generative AI Large Language Models AI vs Traditional Software AI Capabilities AI Limitations Current AI Landscape Future Trends	AI Use Cases Customer Service Automation Marketing and Sales Operations Optimization Data Analysis Decision Support Systems Process Automation Competitive Advantages Industry Examples ROI Considerations	AI Readiness Assessment Data Requirements Technology Stack Build vs Buy Vendor Selection Proof of Concept Pilot Projects Change Management Team Building Success Metrics
Module 4: Leadership and Governance		
Ethical Considerations Responsible AI Data Privacy Regulatory Compliance Risk Management AI Governance Stakeholder Communication Budget Planning Long-Term Strategy Action Planning		