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DIGITAL INNOVATION AND TRANSFORMATION | DIT-011

Mastering Artificial Intelligence AI and Digital Transformation

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Course content

Why Attend

Artificial Intelligence is transforming industries by reshaping business models, automating operations, enhancing customer experiences, and enabling data-driven decision-making. Organizations that successfully combine AI with digital transformation strategies gain significant competitive advantages through innovation, efficiency, and agility. This course equips participants with practical knowledge to understand AI technologies, lead digital transformation initiatives, develop AI-enabled business strategies, and implement responsible AI practices that create measurable business value.

Course Methodology

The course combines instructor-led presentations, interactive workshops, business simulations, AI demonstrations, group discussions, case studies, practical exercises, and strategy development sessions focused on real-world business applications.

Course Objectives

By the end of this course, participants will be able to:

- Understand the core concepts and technologies of Artificial Intelligence
- Evaluate how AI supports digital transformation across business functions
- Develop AI-enabled business strategies that improve organizational performance
- Apply AI solutions to operations, customer experience, and decision-making
- Lead AI-driven digital transformation initiatives successfully
- Address ethical, legal, governance, and cybersecurity considerations in AI adoption
- Develop an AI-powered digital transformation roadmap for their organization

Target Audience

- Executives and senior managers
- Digital transformation leaders

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Target Audience

- Innovation managers
- Business strategy professionals
- IT managers and technology leaders
- Operations managers
- Project managers
- Professionals involved in AI adoption and business transformation

Target Competencies

- Artificial Intelligence (AI)
- Digital transformation
- Business innovation
- AI strategy
- Data-driven decision-making
- Change management
- Digital leadership
- AI governance

Course outline

Day 1: Artificial Intelligence and the Digital Transformation Landscape

- Understanding the evolution, principles, and business applications of Artificial Intelligence
- Exploring the relationship between AI and digital transformation
- Reviewing core AI technologies including Machine Learning, Natural Language Processing, Computer Vision, and Generative AI

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Course outline

• Identifying opportunities for AI adoption across industries and business functions

• Analyzing successful AI implementation case studies and lessons learned

• Evaluating emerging trends shaping the future of AI-enabled organizations

Day 2: AI Strategy, Business Models, and Operational Excellence

• Understanding how AI transforms business models and competitive advantage

• Applying AI to improve operational efficiency, productivity, and cost optimization

• Leveraging AI to support strategic and operational decision-making

• Exploring AI applications in supply chain management, production, logistics, and business operations

• Developing AI adoption frameworks aligned with organizational objectives

• Practical workshop: Designing an AI-enabled business strategy

Day 3: AI for Customer Experience and Business Growth

• Personalizing customer interactions through AI-powered technologies

• Applying AI to digital marketing, predictive analytics, recommendation systems, and conversational AI

• Designing customer journeys enhanced by intelligent automation

• Leveraging AI to improve customer engagement, satisfaction, and loyalty

• Reviewing industry case studies from retail, financial services, healthcare, and other sectors

• Practical workshop: Developing an AI-powered customer experience strategy

Day 4: Leading AI-Driven Digital Transformation

• Developing leadership strategies for successful digital transformation initiatives

• Managing organizational change and building a culture that embraces AI innovation

• Applying AI to product development, service innovation, and business process redesign

• Aligning AI initiatives with organizational strategy, governance, and performance objectives

Course content

Course outline

• Identifying implementation challenges, organizational barriers, and critical success factors

• Practical workshop: Developing an AI transformation roadmap for organizational implementation

Day 5: Responsible AI, Governance, and the Future of Business

• Understanding ethical principles governing Artificial Intelligence deployment

• Managing AI risks related to bias, fairness, transparency, accountability, and explainability

• Addressing legal, regulatory, privacy, and cybersecurity considerations for AI systems

• Exploring the impact of AI on workforce transformation, leadership, and future skills

• Developing governance frameworks that support responsible AI adoption

• Final capstone project: Designing and presenting an AI-driven digital transformation roadmap with implementation priorities, performance measures, and organizational action plans

Seminar dates

Available seminar dates

Live dates and pricing for Mastering Artificial Intelligence AI and Digital Transformation generated from the course details page.

Date	Location	Format	Fee
12 - 16 October 2026	Frankfurt - Germany	Classroom	**€2,600.-**
16 - 20 November 2026	London - U.K	Classroom	**€3,360.-**
7 - 11 December 2026	Amsterdam - Netherlands	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.