



Scandinavian Academy
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Course: AI Applications for Managers and Leaders

Code	City	Hotel	Start	End	Price	Language - Hours
850	Marrakesh (Morocco)	Hotel Meeting Room	2026-05-03	2026-05-07	3450 €	En - 25

Course Introduction

In an era of rapid digital transformation and technological advancements, understanding and utilizing Artificial Intelligence (AI) has become essential for the success of organizations. AI applications in the workplace are crucial for enhancing efficiency, improving performance, and making informed decisions.

This training program aims to equip managers and leaders with a fundamental understanding of AI and its effective application in optimizing operations and achieving organizational goals.

General Course Objective

To empower participants with the knowledge and skills to implement AI and smart analytics, enhancing managerial efficiency and developing the ability to make innovative strategic decisions. The course focuses on improving processes and achieving institutional goals in a modern and evolving work environment.

Course Objectives

- Enable managers and leaders to understand the fundamentals of AI and its applications in the workplace.
- Explore the relationship between AI and smart analytics in decision-making.
- Equip participants with the necessary skills and tools to leverage AI technology in their managerial tasks.



- Provide knowledge on how to use AI-driven data analysis for decision-making.
- Enhance strategic thinking among managers regarding technology adoption for process optimization and achieving business goals.
- Improve managers` ability to utilize data and analytics in operational improvements and strategic goal setting.
- Develop collaboration and communication skills for implementing AI-driven smart analytics across teams and departments.

Target Audience

- Executives and senior management.
- Department managers and supervisors.
- Technology and innovation officers.
- Managers and professionals in telecommunications and IT sectors.
- Consultants and professionals in AI and technology-related fields.

Course Outline

Introduction to AI

- The concept and history of AI.
- The role of smart analytics in decision-making.
- Types and branches of AI.
- AI applications and smart analytics in modern business environments.

AI Fundamentals

- Artificial neural networks.
- Machine learning algorithms.
- Practical applications of AI.



AI and Smart Analytics for Managerial Process Improvement

- Utilizing AI in process automation and operational efficiency.
- AI-driven decision support systems.
- Data-driven business strategies using AI.

AI Applications in Business Operations

- Image and video recognition using AI.
- AI in predictive analytics and decision-making.
- Case study: Real-world AI applications in a specific industry.

Smart Analytics for Decision-Making

- Basics of smart analytics and data utilization.
- AI-powered data analysis and generating new insights.
- Case study: AI-driven decision-making in management.

Designing AI Models

- Principles of AI model design.
- Tools and software for AI model development.
- Analyzing outcomes and adjusting models as needed.

AI Models for Smart Analytics

- Designing AI models for data analysis.
- AI-powered business intelligence tools.
- Practical exercises on building and refining AI models.

AI for Strategic Decision-Making

- The importance of AI in decision-making processes.
- Utilizing smart analytics for strategic planning.
- AI-driven business intelligence and reporting.
- Case study: AI applications in administrative decision-making.



AI Integration Strategies and Future Trends

- AI applications across various industries.
- Strategies for AI adoption in the workplace.
- Future AI trends and their impact on businesses and society.



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.