

PUBLIC COURSES SERIES 2024

AI Unleashed: Empowering Business Leaders with AI & Generative AI

EARLY BIRD
DISCOUNT

KWD 455



DATE

OCT. 13TH-17TH,
2024



LOCATION

5 STARS HOTEL
KUWAIT



DELIVERED BY

Dr. Samir El Masri



IDRAK



COURSE CONTENT

This program is designed to equip business leaders with a comprehensive understanding of AI and generative AI. Participants will learn the fundamentals of AI, explore its applications across various industries, and gain hands-on experience with leading AI tools and platforms. The course covers practical implementation strategies, ethical considerations, and the transformative potential of AI in business decision-making and strategy. By the end of the program, leaders will be prepared to harness the power of AI and generative AI to drive innovation and growth within their organizations.

This course offers a deep understanding of the following:

- Introduction to AI and Its Impact
- AI Technologies and Tools
- AI in Business
- Generative AI and Applications
- Ethical and Strategic Considerations

Participants will engage in self-assessments and stakeholder analysis to identify personal strengths, challenges, opportunities, and threats, fostering a transformative leadership journey.



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