



Artificial Intelligence and Innovation

Introduction to AI for Non-Technical Professionals

- Location: London
- Date: From 6/1/2025 To 10/1/2025
- Investment: \$5950 (Excluding VAT)



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ACADEMY


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Course Introduction

This 5-day intensive course is designed to provide non-technical professionals with a foundational understanding of Artificial Intelligence (AI) and its potential impact on their industries and careers. The course will demystify AI concepts, explore real-world applications, and equip participants with the knowledge to engage in informed discussions about AI-related opportunities and challenges.

Training Method

- Pre-assessment
 - Live group instruction
 - Use of real-world examples, case studies and exercises
 - Interactive participation and discussion
 - Power point presentation, LCD and flip chart
 - Group activities and tests
 - Each participant receives a binder containing a copy of the presentation
 - slides and handouts
 - Post-assessment
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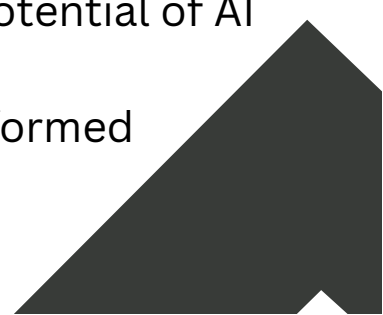
Course Objectives

Upon completion of this course, participants will be able to:

- Understand the core concepts of AI: Including machine learning, deep learning, and natural language processing, in an accessible and non-technical manner.
- Identify potential applications of AI: Within their own industries and roles.
- Evaluate the potential impact of AI: On businesses, society, and their own careers.
- Communicate effectively about AI: With both technical and non-technical audiences.
- Develop a basic understanding of AI ethics and societal implications.

Who Should Attend?

This course is specifically designed for individuals who are not technical experts but who need to understand AI and its implications. It is suitable for:

- Business professionals: From all departments (marketing, sales, operations, finance, HR)
 - Managers and supervisors: Seeking to understand how AI can impact their teams and departments.
 - Entrepreneurs and business owners: Exploring the potential of AI for their businesses.
 - Executives and board members: Needing to make informed decisions about AI investments and strategies.
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Course Outline

Day 1: Introduction to AI Fundamentals

- What is AI?
 - o Defining AI, machine learning, and deep learning in simple terms.
 - o Common AI applications in everyday life (e.g., search engines, social media, voice assistants).
- The History and Evolution of AI:
 - o A brief overview of the history of AI research and development.
 - o Key milestones and breakthroughs in AI.
- AI and Business:
 - o The potential impact of AI on businesses and industries.
 - o Identifying potential AI applications within organizations.

Day 2: Machine Learning and its Applications

- Machine Learning Basics:
 - o Types of machine learning (supervised, unsupervised, reinforcement learning).
 - o Simple examples of machine learning algorithms (e.g., decision trees, clustering).
- Applications of Machine Learning:
 - o Customer segmentation, fraud detection, personalized recommendations.
 - o Case studies of successful AI applications in various industries.

Day 3: AI and Our World

- AI and the Future of Work:
 - o The impact of AI on jobs and employment.
 - o The importance of reskilling and upskilling.
 - o The future of work in the AI era

Course Outline

- AI and Society:
 - o Ethical considerations in AI development and deployment.
 - o Bias in AI algorithms and the importance of fairness.
 - o The social and economic impact of AI.

Day 4: AI in Everyday Life

- AI in Our Daily Lives:
 - o AI in our homes (smart homes, voice assistants)
 - o AI in transportation (self-driving cars, ride-sharing services)
 - o AI in healthcare (diagnostics, drug discovery)
- The Future of AI in Our Lives:
 - o Exploring potential future applications of AI.
 - o The role of AI in addressing global challenges.

Day 5: Communicating About AI

- Communicating AI Concepts Effectively:
 - o Explaining AI concepts to non-technical audiences.
 - o Identifying and addressing common misconceptions about AI.
 - o Building AI literacy within organizations.
- The Future of AI and Human Interaction:
 - o The importance of human-centered AI.
 - o Building trust and understanding in the age of AI.

Registration & Payment

Complete & Mail to London Royal Academy or email
registration@londonra.com

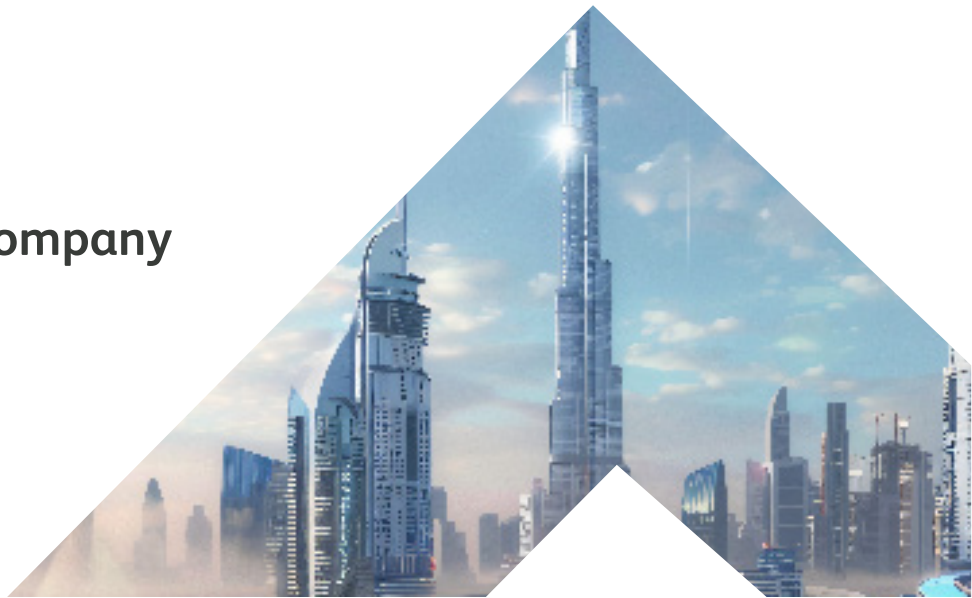


Registration Form

- Full Name (Mr / Ms / Dr / Eng)
- Position
- Telephone / Mobile
- Personal E-Mail
- Official E-Mail
- Company Name
- Address
- City / Country

Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





Terms & Conditions

Complete & Mail to London Royal Academy or email

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Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

www.londonra.com/terms-and-conditions/

Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



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THANK YOU

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