



## Artificial Intelligence (AI) Essentials for Business

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## **Artificial Intelligence (AI) Essentials for Business**

**5 days training course**

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**For detailed information on training course dates, please click the link:**

**[Artificial Intelligence \(AI\) Essentials for Business](#)**

### Target Audience:

This training course is a suitably wide range of professionals but will significantly benefit:

- Quality, Safety, Reliability, and Security Officers
- Project Managers
- Executive Managers
- Marketing Managers
- Engineers specializing in instrumentation, process, systems, electrical, and mechanical fields
- Finance Professionals, Budget Planners, Decision-Makers, and Policy-Makers

### Introduction:

Artificial Intelligence (AI) is reshaping industries, driving innovation, and transforming decision-making processes. This course provides business professionals with **a practical understanding of AI**, exploring its core concepts, applications, and strategic advantages. Participants will gain insights into **machine learning, intelligent agents, fuzzy logic, and genetic algorithms**, equipping them with the knowledge to **leverage AI for business growth and efficiency**.

### Training Objectives:

By the end of this course, participants will:

- Understand **AI fundamentals** and its real-world applications in business
- Compare **human intelligence vs. artificial intelligence** in decision-making
- Learn about **intelligent agents and their business functions**
- Explore **machine learning techniques** for data-driven insights
- Gain insights into **fuzzy logic** and its role in AI-driven decision-making
- Understand **genetic algorithms** and their applications in business optimization

## **Course Outline:**

### **Day 1: Understanding AI and Its Business Applications**

- What is Artificial Intelligence? Key concepts and business success stories
- Human vs. AI intelligence: Strengths, limitations, and opportunities
- The evolution of AI: From early concepts to modern advancements
- Exploring intelligent agents and their impact on business functions
- The boundaries of AI: What AI can and cannot do
- AI-driven decision-making techniques and their business impact

### **Day 2: Intelligent Agents and Business Automation**

- Fundamentals of intelligent agents: Definition and role in AI systems
- Types of AI agents: Reactive, goal-based, utility-based, and learning agents
- Knowledge bases vs. databases: How AI systems store and process information
- Logical reasoning principles: The foundation of AI decision-making
- Understanding unification and deduction in AI systems

### **Day 3: Machine Learning for Business Insights**

- Introduction to machine learning: Key concepts and real-world applications
- Supervised vs. unsupervised learning: Understanding different AI learning methods
- Classification and clustering techniques for business intelligence
- Introduction to neural networks: How AI learns from data
- Feature recognition and data analysis for AI-driven decision-making
- Developing machine learning models for business optimization

### **Day 4: Fuzzy Logic and AI-Driven Decision Making**

- What is fuzzy logic? Understanding uncertainty in AI
- Fuzzy logic vs. probability: When to use each approach
- Fuzzy sets and fuzzy rules: How AI makes complex decisions
- Applications of fuzzy logic in AI-driven business operations
- Developing a simple AI model using fuzzy logic

### **Day 5: Genetic Algorithms and Business Optimization**

- Introduction to genetic algorithms (GA): AI-driven problem-solving
- Why businesses need optimization: Maximization and minimization strategies
- How genetic algorithms work: Selection, mutation, and crossover processes
- AI-driven business process improvement using genetic algorithms
- Real-world applications of genetic algorithms in decision-making

## DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

## CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

## SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

## REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

## TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.