

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

# AI Product Management: From Use Case to Deployment

5 days | Classroom training | English

**SMART HORIZON**

info@smart-horizon.eu
Amsterdam
The Netherlands

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# Course content

## Why attend

AI products behave differently from traditional software: they rely on data, produce probabilistic results and need continuous monitoring after release. This course equips product managers and business leaders with the skills to identify valuable AI use cases, define requirements, work with data and engineering teams, evaluate model performance, manage risk and launch AI features that users trust. Participants follow an AI product from idea to deployment and develop a product plan for an AI initiative in their own organisation.

Many AI initiatives never move beyond pilots because they lack a clear user problem, success measures or ownership. This course gives you a product management approach tailored to AI, helping you deliver AI solutions that create value, meet regulatory expectations and continue to perform after launch.

## Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

## Course methodology

The course combines frameworks and case studies with product discovery workshops, AI requirements exercises, evaluation activities, risk assessments and a capstone product pitch.

## Course objectives

By the end of this course, participants will be able to:
• Explain how AI products differ from conventional software
• Identify and validate AI use cases that solve real user problems
• Define AI product requirements, data needs and success metrics
• Work effectively with data scientists and engineers
• Evaluate model performance, fairness and user experience
• Plan deployment, monitoring and continuous improvement



# Course content

## Target audience

This course is suitable for:
- Product managers and product owners
- Business leaders sponsoring AI initiatives
- Digital transformation and innovation managers
- Business analysts working on AI projects
- Technical leads moving into product roles

## Target competencies

Participants will develop competencies in:
- AI use-case discovery
- AI product requirements
- Model evaluation
- Responsible AI
- AI product delivery
- Product metrics and monitoring

## Course outline

### Day 1: Foundations of AI Products

| | |
|---|---|
| **09:00–09:54** | How machine learning and generative AI products work |
| **09:54–10:48** | The AI product life cycle |
| **10:48–11:00** | Differences between deterministic and probabilistic products |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Differences between deterministic and probabilistic products (continued) |
| **12:12–13:06** | Roles in an AI product team |
| **13:06–14:00** | Exercise: Reviewing successful and failed AI products |

### Day 2: Discovery and Use-Case Validation

| | |
|---|---|
| **09:00–09:54** | Finding user problems suited to AI |
| **09:54–10:48** | Assessing feasibility, data availability and value |
| **10:48–11:00** | Build, buy or partner decisions |



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| | |
|---|---|
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Build, buy or partner decisions (continued) |
| **12:12–13:06** | Writing an AI opportunity statement |
| **13:06–14:00** | Workshop: Validating an AI use case |

## Day 3: Requirements, Data and Metrics

| | |
|---|---|
| **09:00–09:54** | Defining AI product requirements and acceptance criteria |
| **09:54–10:48** | Data requirements, labelling and quality |
| **10:48–11:00** | Business, user and model performance metrics |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Business, user and model performance metrics (continued) |
| **12:12–13:06** | Designing human-AI interaction |
| **13:06–14:00** | Exercise: Writing requirements for an AI feature |

## Day 4: Evaluation, Risk and Trust

| | |
|---|---|
| **09:00–09:54** | Testing AI outputs and evaluation datasets |
| **09:54–10:48** | Bias, fairness and explainability |
| **10:48–11:00** | Regulatory and ethical considerations |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Regulatory and ethical considerations (continued) |
| **12:12–13:06** | User trust, transparency and feedback mechanisms |
| **13:06–14:00** | Case study: Managing risk in a customer-facing AI assistant |

## Day 5: Launch and Continuous Improvement

| | |
|---|---|
| **09:00–09:54** | Pilots, phased rollout and experimentation |
| **09:54–10:48** | Monitoring model drift and performance |
| **10:48–11:00** | Cost management for AI products |



# Course content

| | |
|---|---|
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Cost management for AI products (continued) |
| **12:12–13:06** | Scaling and roadmap planning |
| **13:06–14:00** | Capstone: AI product plan and pitch |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

## Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€3,150.-** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,250.-** |
| Vienna<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€2,940.-** |
| Online<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€1,250.-** |
| Frankfurt<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€2,650.-** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€1,450.-** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€1,250.-** |
| Paris<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€2,860.-** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€2,820.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,890.–** |
| Online<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,250.–** |
| London<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **€1,250.–** |
| Frankfurt<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,450.–** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,250.–** |
| Barcelona<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€2,840.–** |
| Online<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€1,250.–** |
| Paris<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€2,860.–** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€1,250.–** |
| Istanbul<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **€1,250.–** |
| Amsterdam<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€2,540.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **€1,250.–** |
| Rome<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.–** |
| Singapore<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **€2,820.–** |
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **€1,250.–** |
| London<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **€1,250.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Frankfurt<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€2,650.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **€2,820.-** |
| Online<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,250.-** |
| London<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,250.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€1,250.–** |
| Frankfurt<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **€1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€1,450.–** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€1,250.–** |
| Paris<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€2,860.–** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€1,250.–** |



# Course content

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

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