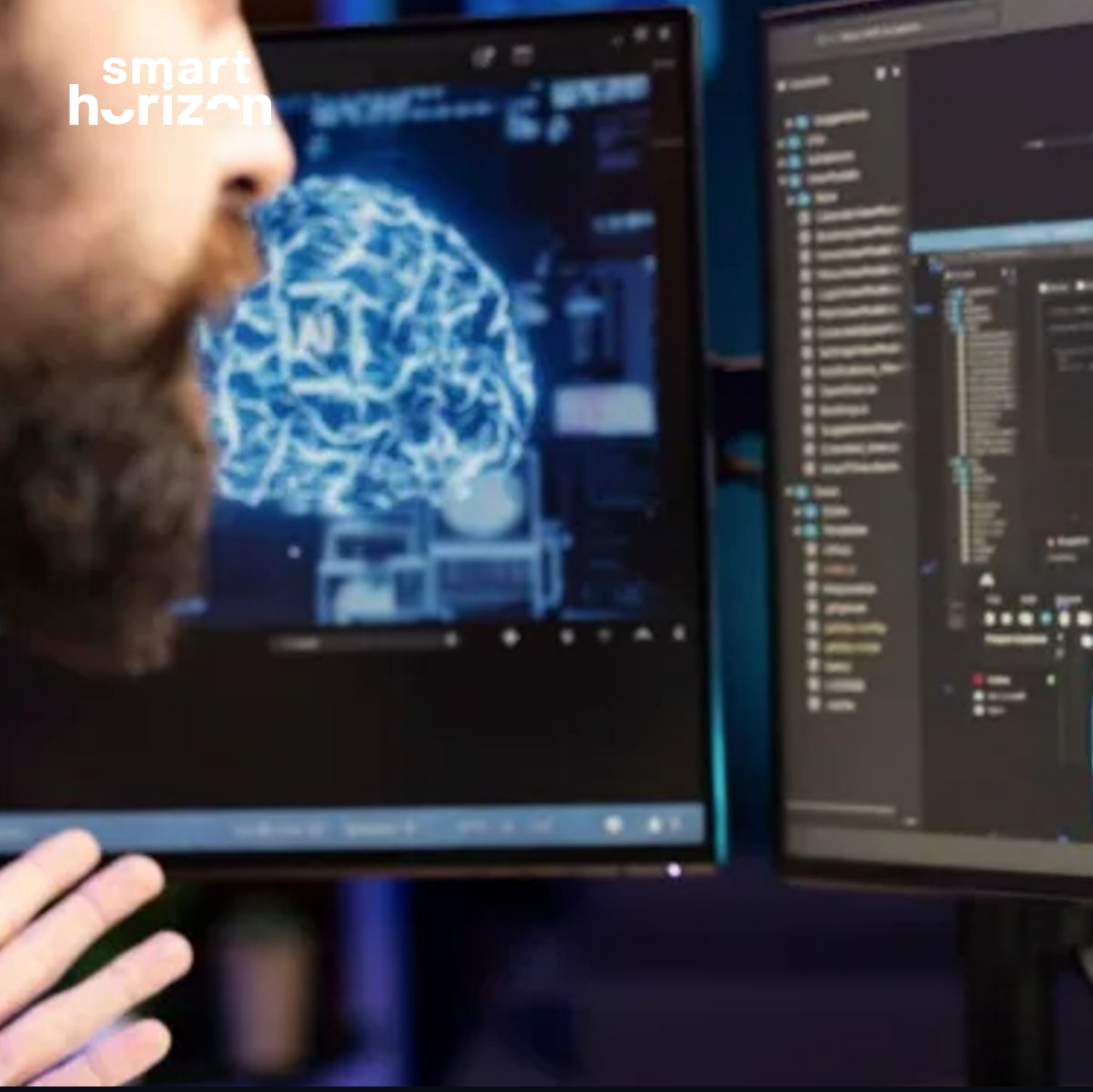


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Certified Artificial Intelligence Practitioner (CAIP)

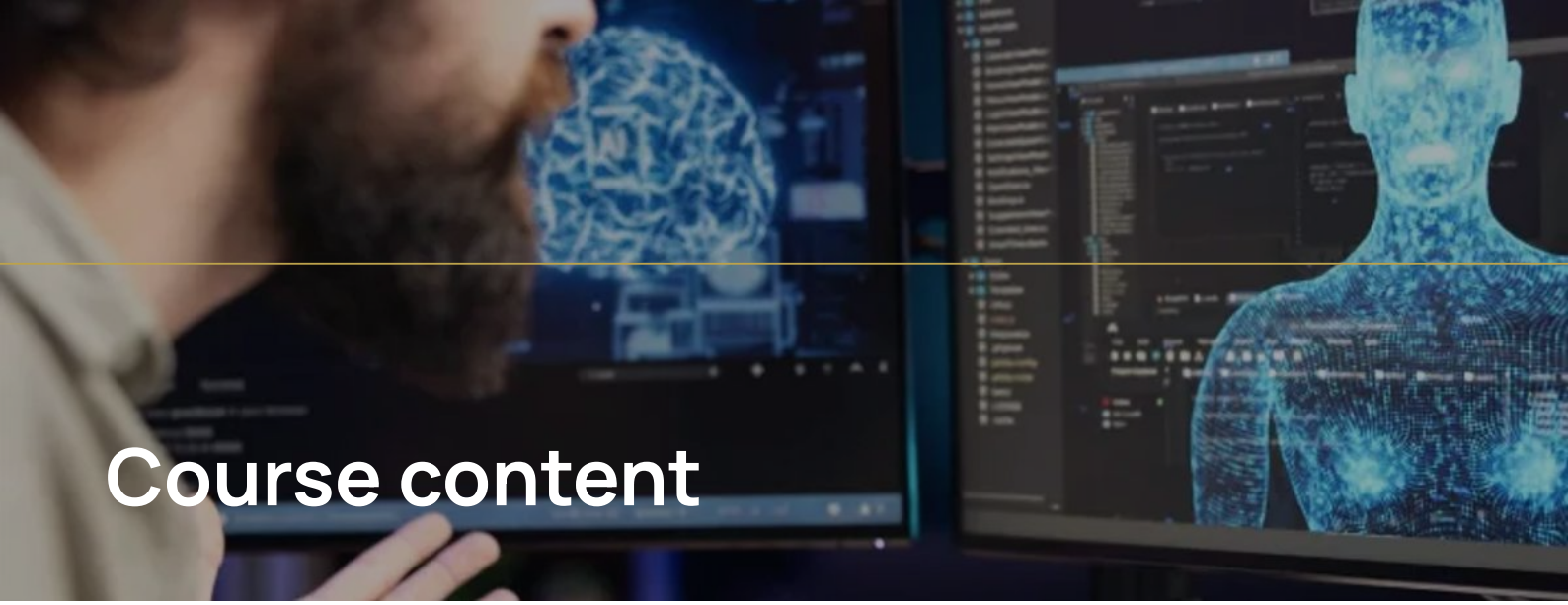
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

The Certified Artificial Intelligence Practitioner (CAIP) course equips professionals with practical skills in AI implementation, data analysis, and machine learning techniques. Participants will learn to develop AI solutions tailored to business needs, enhancing their decision-making capabilities and operational efficiency.

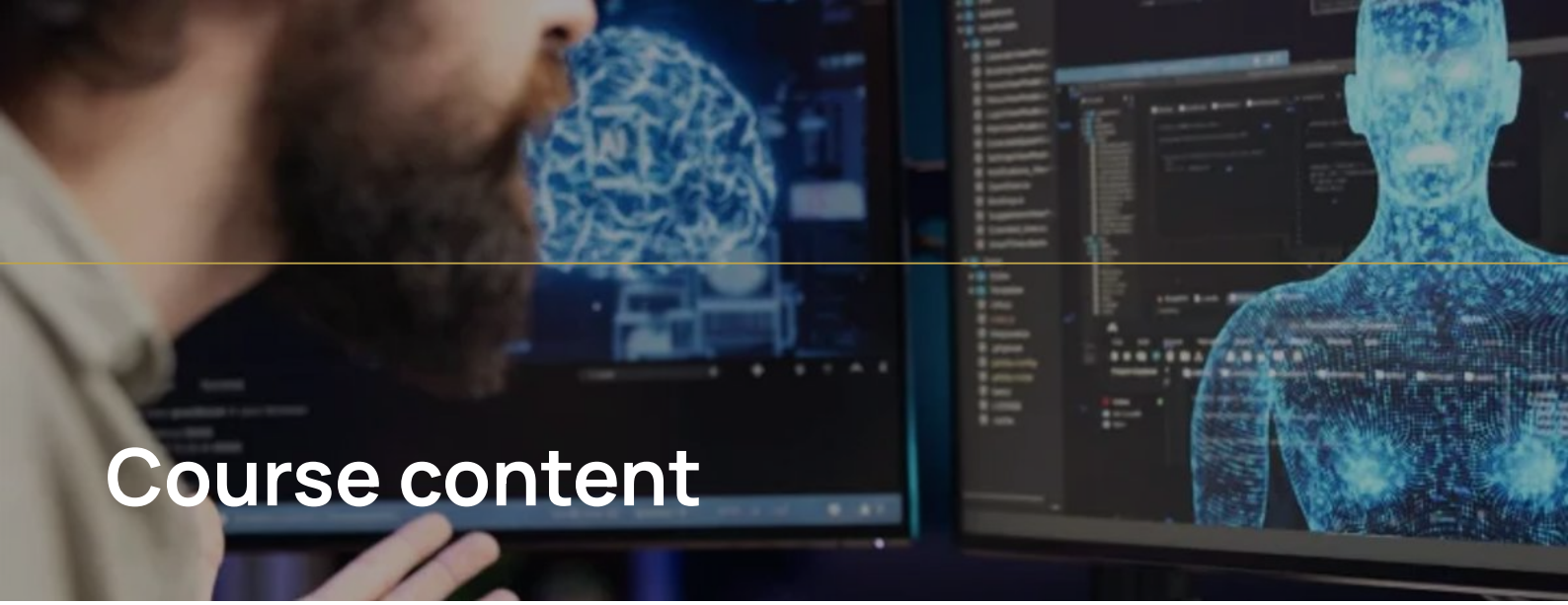
Organisations increasingly rely on AI to drive innovation, streamline processes, and improve operational efficiency. Professionals must navigate the complexities of AI technologies and their applications to remain competitive in their fields. This course addresses the challenge of integrating AI into existing workflows, ensuring participants can effectively leverage AI for strategic advantage. By understanding AI's potential, participants will be better equipped to identify opportunities for automation, predictive analytics, and enhanced customer experiences, which are critical in a data-driven landscape. Furthermore, they will learn to assess the feasibility of AI projects and communicate their value to stakeholders. Participants will engage in hands-on exercises that simulate real-world scenarios, allowing them to apply theoretical knowledge to practical challenges. By developing AI models and analysing data, attendees will gain confidence in making informed decisions. They will also learn to communicate AI concepts effectively to stakeholders, ensuring alignment with business objectives. This course empowers professionals to lead AI initiatives, manage projects, and assess the ethical implications of AI deployment. Ultimately, participants will enhance their value within their organisations and prepare for future advancements in the field, making them indispensable assets in the evolving landscape of AI.

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 employs a blend of interactive workshops, case studies, and practical simulations to build participants' capabilities. Each day includes hands-on exercises where learners will develop AI models, analyse datasets, and solve complex problems relevant to their industries. For instance, participants will work on real datasets to clean, preprocess, and apply machine learning algorithms. They will also create project proposals and engage in discussions about ethical considerations. Participants will produce tangible outputs, such as AI project proposals, data analysis reports, and model performance assessments, demonstrating their understanding and application of AI concepts in practical contexts. This approach ensures that learning is both relevant and applicable.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse business problems suitable for AI solutions and articulate the potential impact on operations.
• Design and implement basic machine learning models using appropriate algorithms and tools.
• Evaluate data quality and prepare datasets for AI applications, ensuring relevance and accuracy.
• Develop AI project proposals that outline objectives, methodologies, and expected outcomes.
• Assess the ethical implications of AI technologies and propose strategies for responsible use.
• Compare different AI frameworks and tools to select the best fit for specific organisational needs.

Target audience

This course is suitable for:
• Data Analysts: Seeking to enhance their analytical skills with AI techniques.
• IT Professionals: Aiming to integrate AI solutions into existing systems.
• Business Analysts: Looking to leverage AI for data-driven decision-making.
• Project Managers: Responsible for overseeing AI implementation projects.

Target competencies

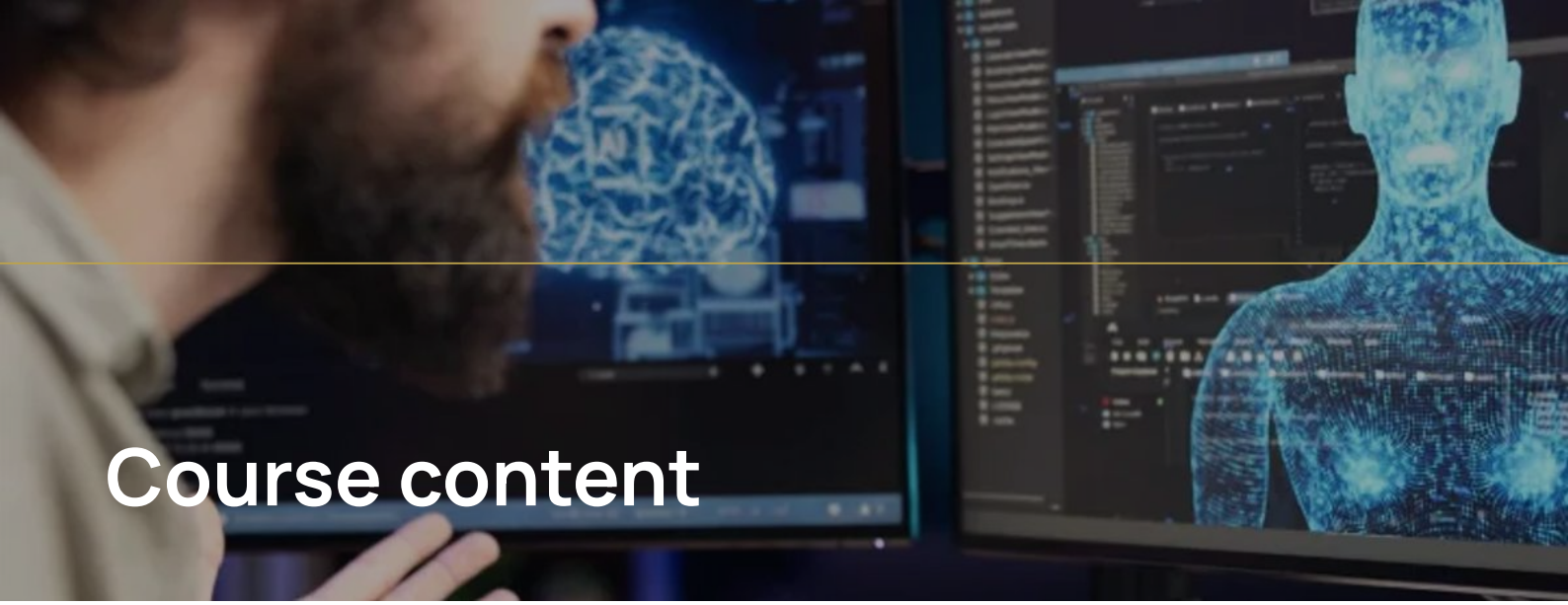
Participants will develop competencies in:
• Implement machine learning algorithms effectively in business contexts.
• Evaluate and prepare datasets for AI applications.
• Develop clear project proposals for AI initiatives.
• Assess ethical considerations in AI deployment.
• Utilise AI frameworks and tools to solve real-world problems.
• Communicate AI concepts and results to non-technical stakeholders.

Course outline

Day 1: Introduction to AI Concepts and Applications

Applied activity: In small groups, identify a business problem within your organisation that could benefit from AI. Develop a brief presentation outlining the problem, potential AI solutions, and expected outcomes, considering stakeholder needs and project feasibility.
Output: A presentation slide deck summarising the identified problem and proposed AI solutions.

09:00–09:54	Define artificial intelligence and its key components in business contexts.
09:54–10:48	Explore various AI applications across industries, such as finance and healthcare.



Course content

10:48–11:00	Identify specific business problems that AI can address effectively.
11:00–11:30	**Coffee break**
11:30–12:12	Identify specific business problems that AI can address effectively. (continued)
12:12–13:06	Understand the AI project lifecycle, including planning and execution phases.
13:06–14:00	Discuss the critical role of data in developing AI solutions.

Day 2: Data Preparation and Analysis for AI

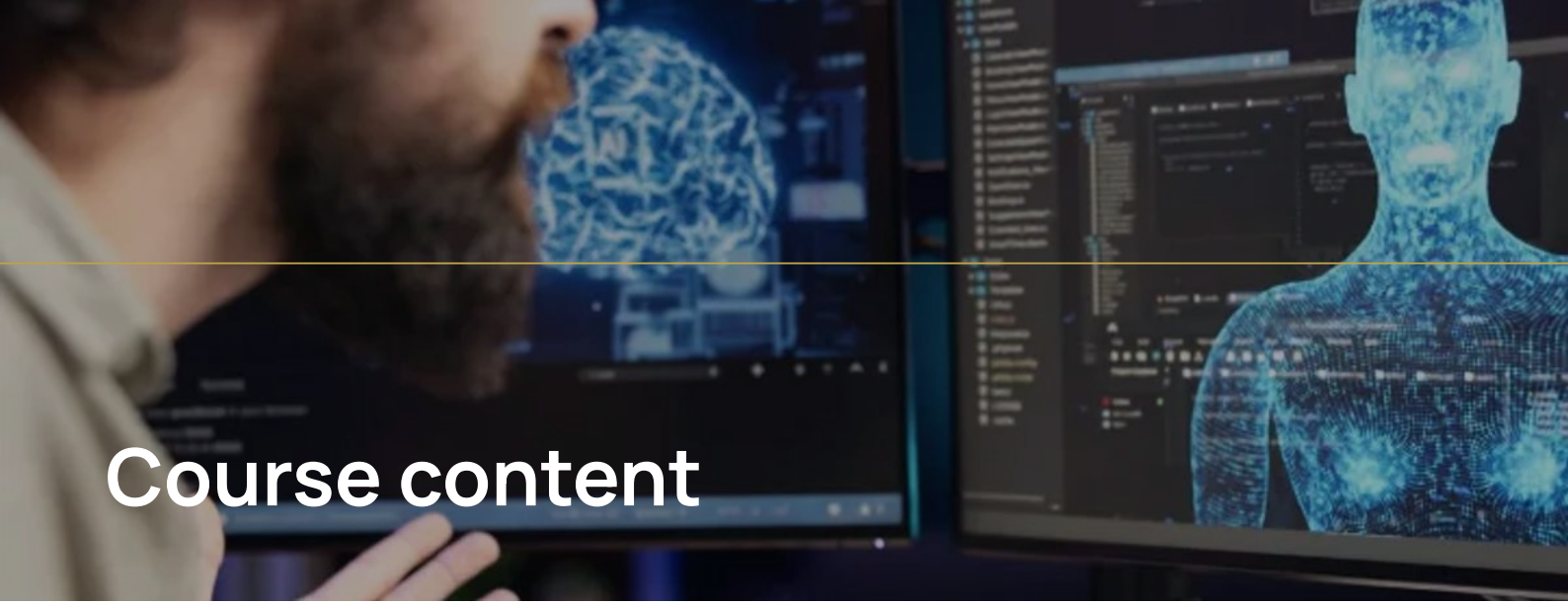
Applied activity: Using a provided dataset, perform data cleaning and exploratory analysis. Prepare the dataset for a machine learning model by addressing missing values, normalising data, and selecting relevant features to enhance predictive power.
Output: A cleaned and preprocessed dataset ready for model training.

09:00–09:54	Understand data types and sources relevant to AI applications in various sectors.
09:54–10:48	Learn techniques for data cleaning and preprocessing to enhance model accuracy.
10:48–11:00	Explore exploratory data analysis (EDA) methods to uncover insights.
11:00–11:30	**Coffee break**
11:30–12:12	Explore exploratory data analysis (EDA) methods to uncover insights. (continued)
12:12–13:06	Utilise statistical tools for data analysis to inform AI decisions.
13:06–14:00	Prepare datasets for machine learning model training, ensuring quality and relevance.

Day 3: Machine Learning Fundamentals

Applied activity: Build a simple machine learning model using a cleaned dataset. Train the model, evaluate its performance using appropriate metrics, and adjust parameters to improve results based on analysis of model behaviour.
Output: A report detailing the model's performance metrics, adjustments made, and insights gained.

09:00–09:54	Differentiate between supervised and unsupervised learning and their applications.
09:54–10:48	Implement basic machine learning algorithms (e.g., regression, classification) using relevant tools.
10:48–11:00	Evaluate model performance using metrics like accuracy, precision, and recall.
11:00–11:30	**Coffee break**
11:30–12:12	Evaluate model performance using metrics like accuracy, precision, and recall. (continued)



Course content

12:12–13:06	Understand overfitting and underfitting in model training and how to mitigate them.
13:06–14:00	Explore tools and libraries for machine learning (e.g., scikit-learn, TensorFlow) and their applications.

Day 4: AI Project Development and Management

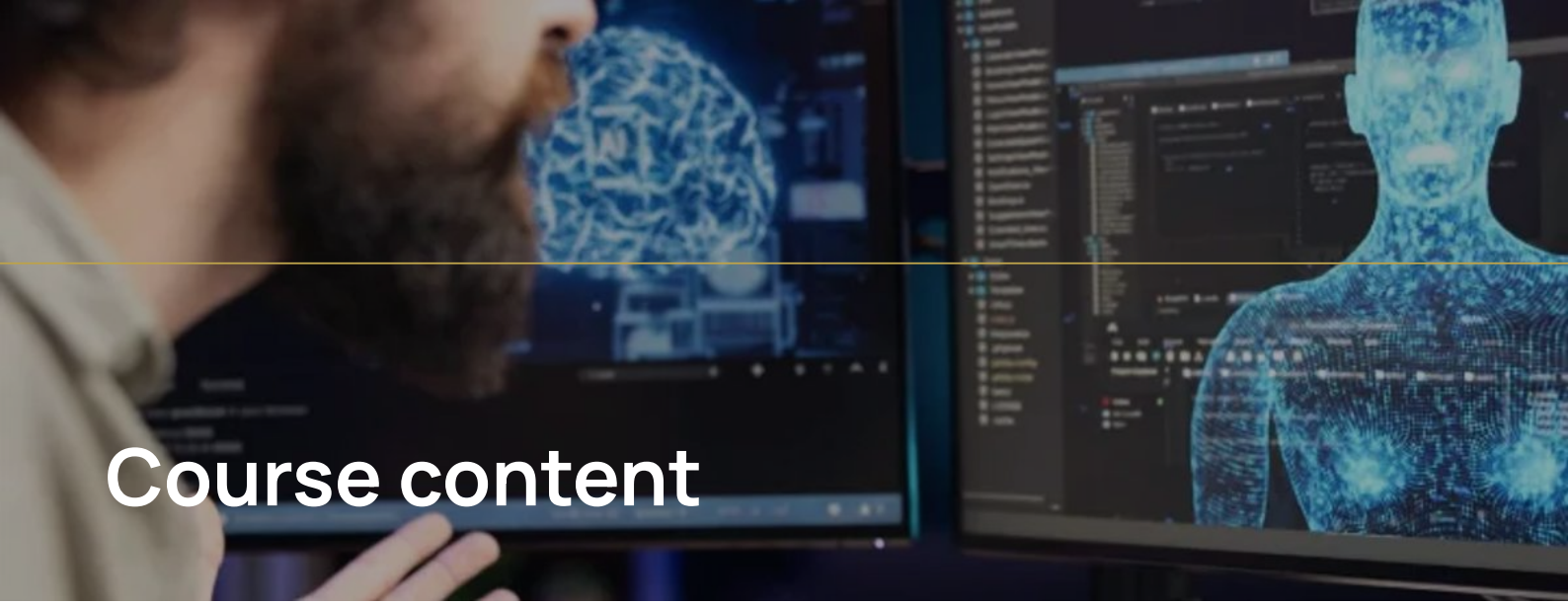
Applied activity: Develop a comprehensive project proposal for an AI initiative, including objectives, methodologies, timelines, resource needs, and risk assessment. Present your proposal to the class for feedback, focusing on clarity and feasibility.
Output: A detailed AI project proposal document ready for stakeholder review.

09:00–09:54	Outline the steps in developing an AI project from conception to deployment, including stakeholder engagement.
09:54–10:48	Learn to create project timelines and resource allocation plans for AI initiatives.
10:48–11:00	Understand stakeholder engagement and communication strategies for successful project execution.
11:00–11:30	**Coffee break**
11:30–12:12	Understand stakeholder engagement and communication strategies for successful project execution. (continued)
12:12–13:06	Explore risk management in AI projects and strategies to mitigate potential issues.
13:06–14:00	Discuss best practices for monitoring and maintaining AI systems post-deployment.

Day 5: Ethics and Future Trends in AI

Applied activity: Conduct a group discussion on the ethical implications of a specific AI application in your industry. Prepare a position paper outlining your group's stance, recommendations for ethical AI use, and potential impacts on stakeholders.
Output: A position paper on ethical considerations in AI applications, including recommendations.

09:00–09:54	Examine ethical considerations in AI development and deployment, including bias and fairness.
09:54–10:48	Discuss bias in AI algorithms and its implications for decision-making.
10:48–11:00	Explore regulatory frameworks governing AI use and compliance requirements.
11:00–11:30	**Coffee break**
11:30–12:12	Explore regulatory frameworks governing AI use and compliance requirements. (continued)



Course content

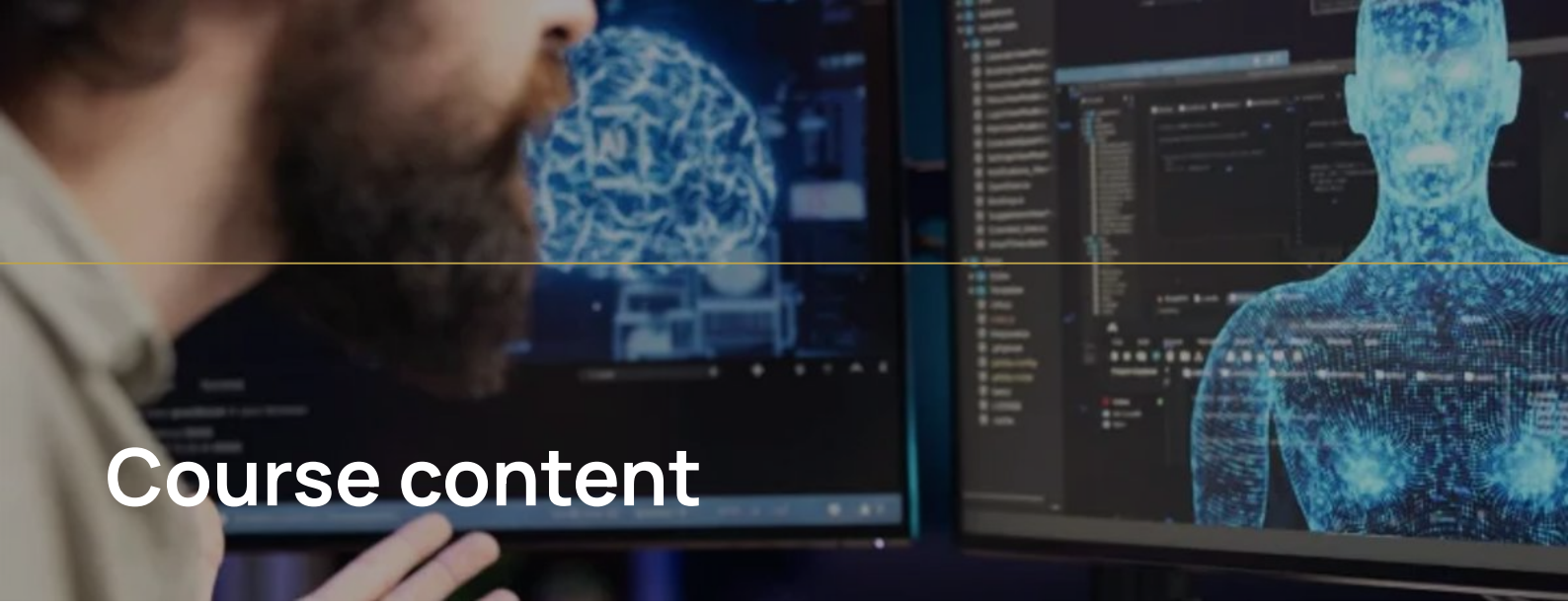
12:12–13:06	Anticipate future trends in AI technology and applications, including emerging tools and methodologies.
13:06–14:00	Evaluate the impact of AI on the workforce and society, considering both opportunities and challenges.

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.

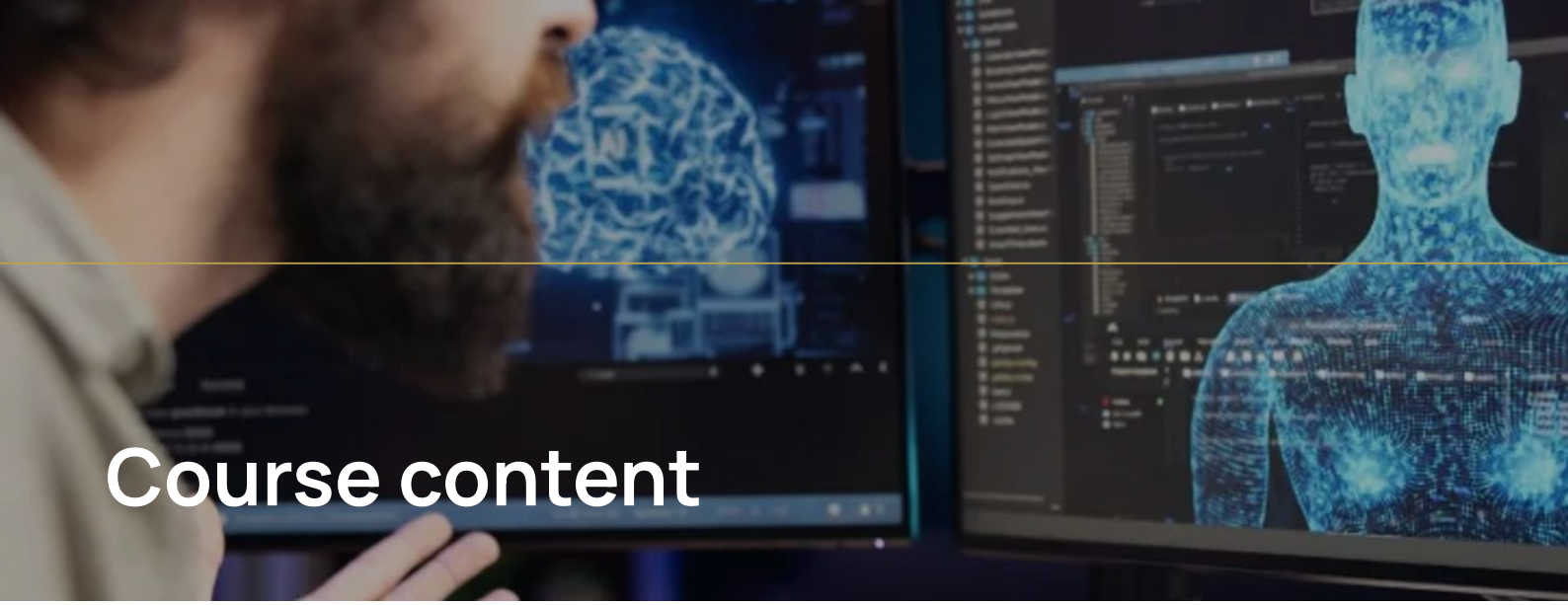
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,840.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**



Course content

Dates, venues and fees (continued)

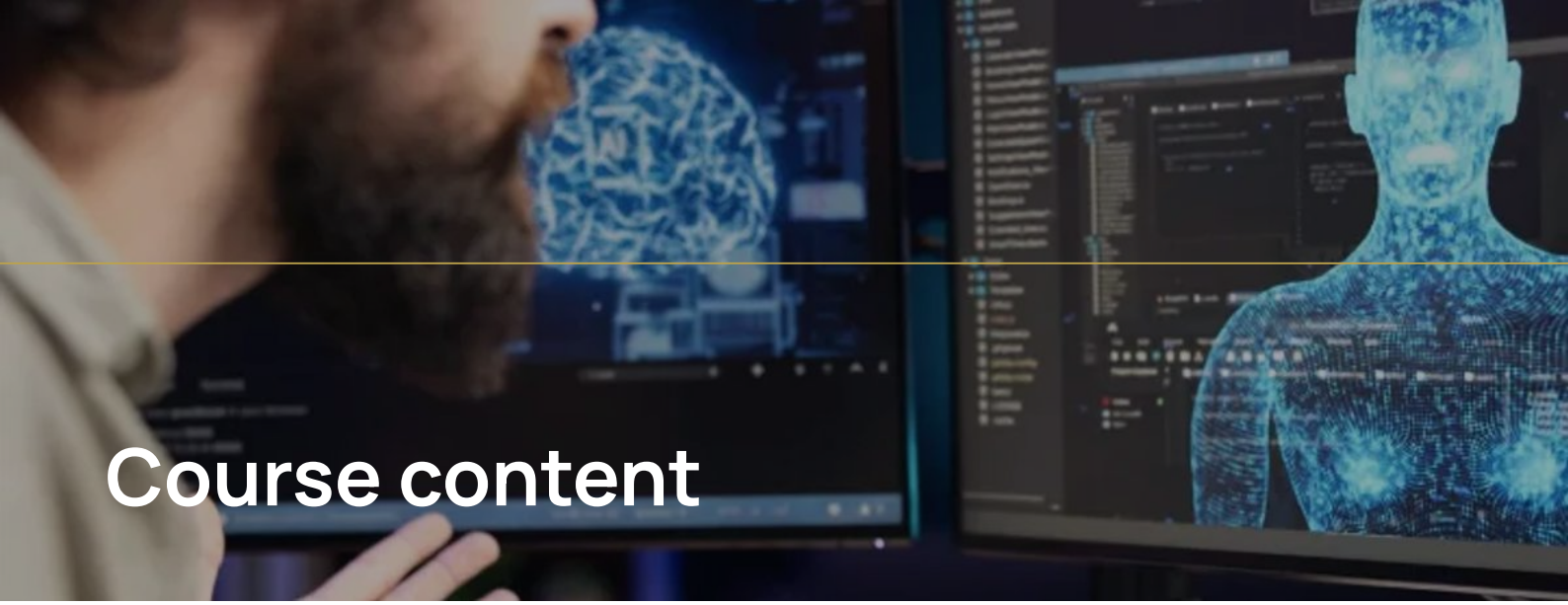
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

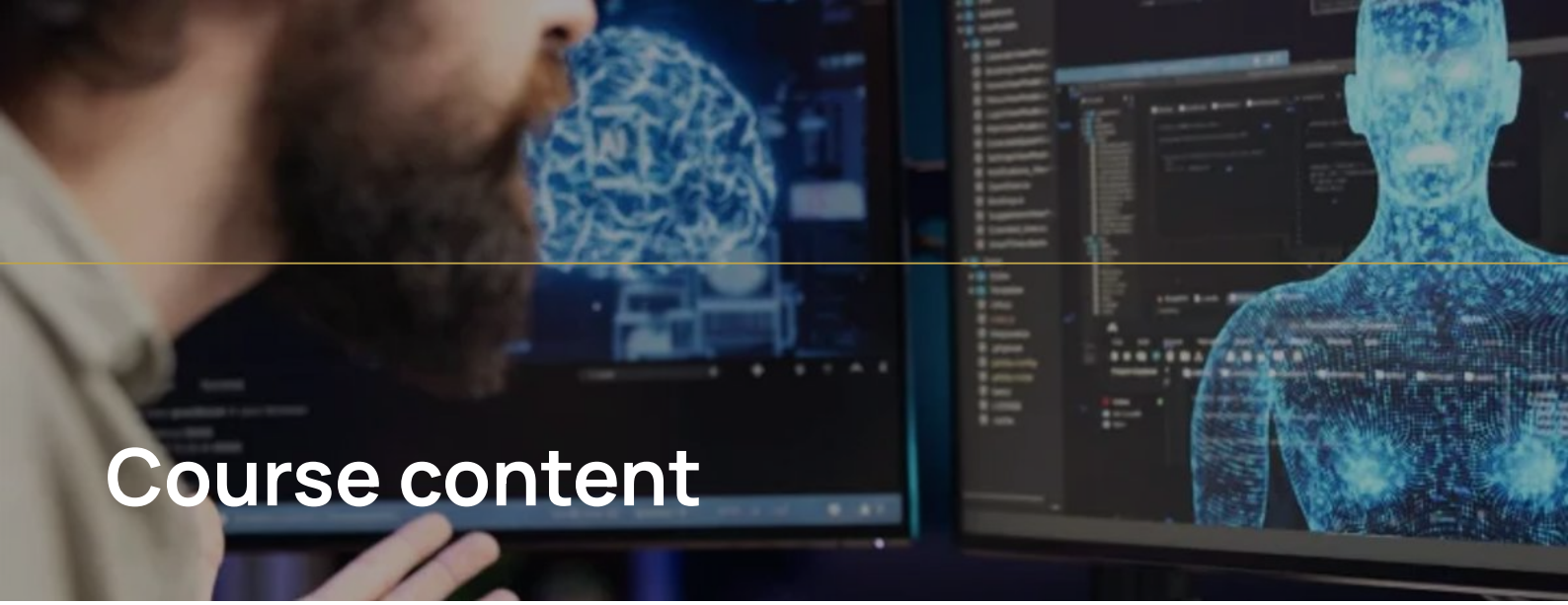
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

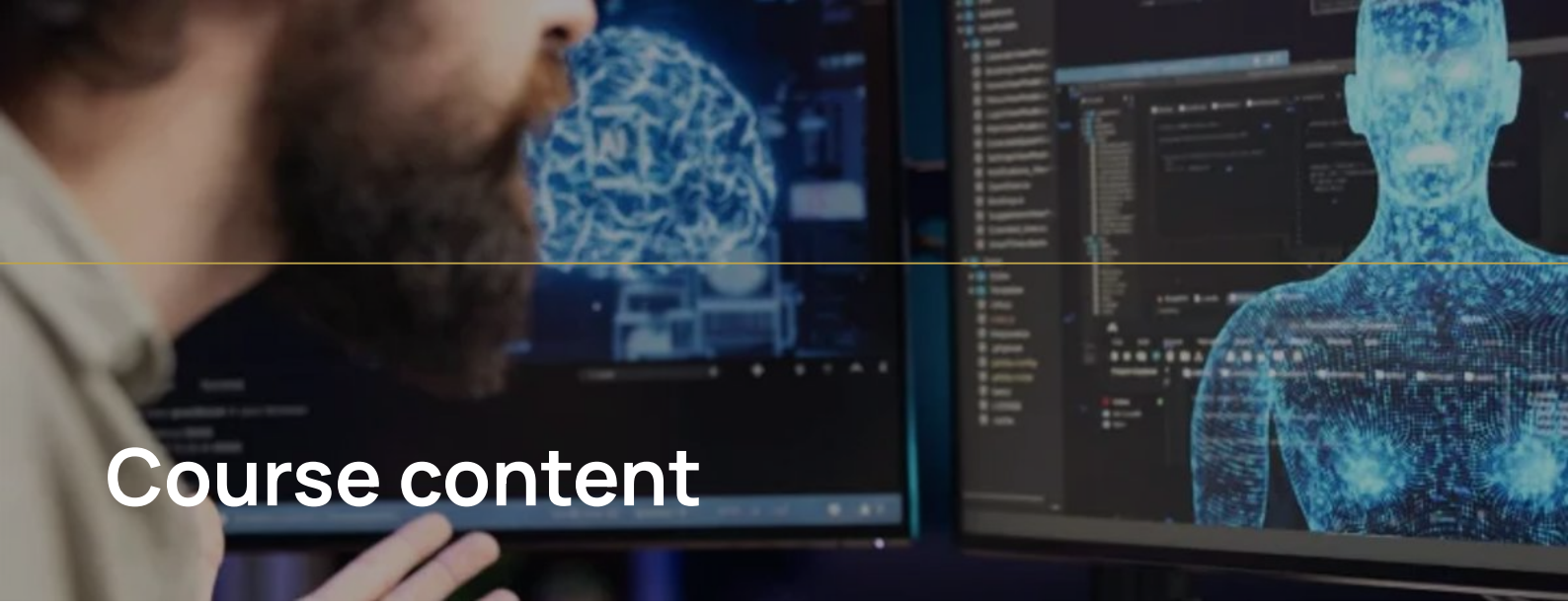
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

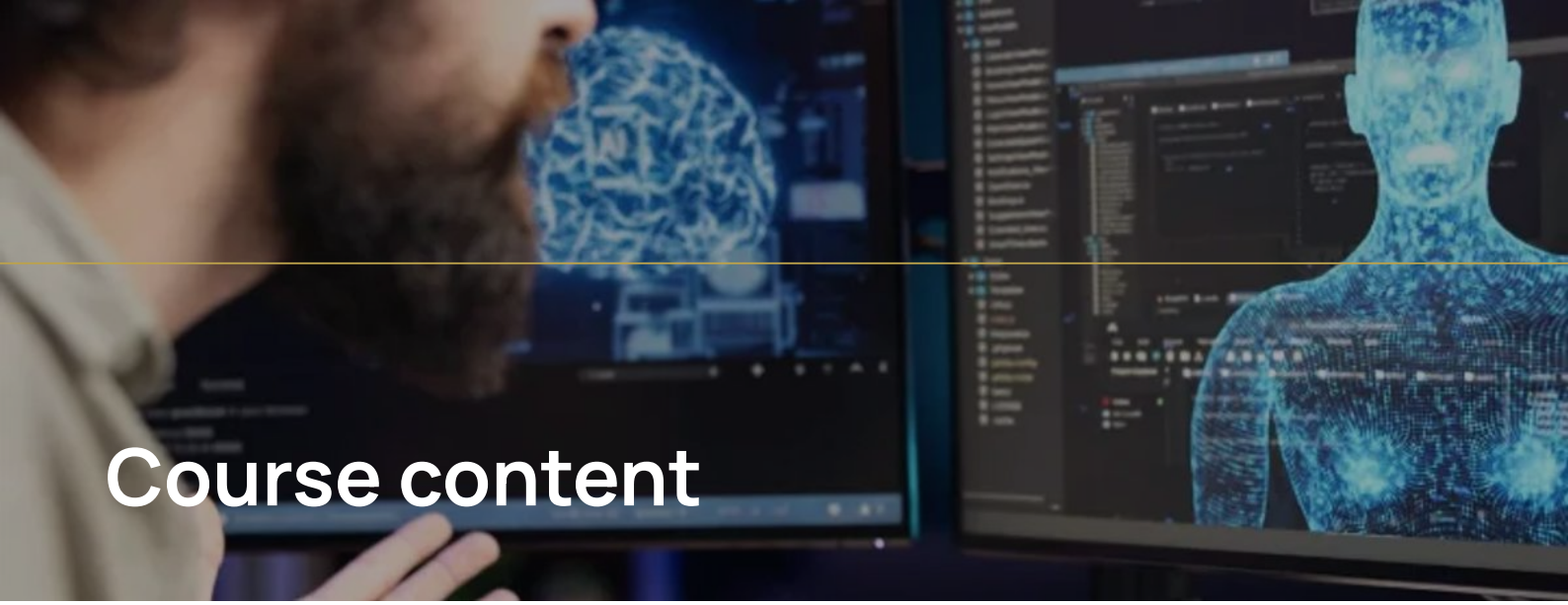
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

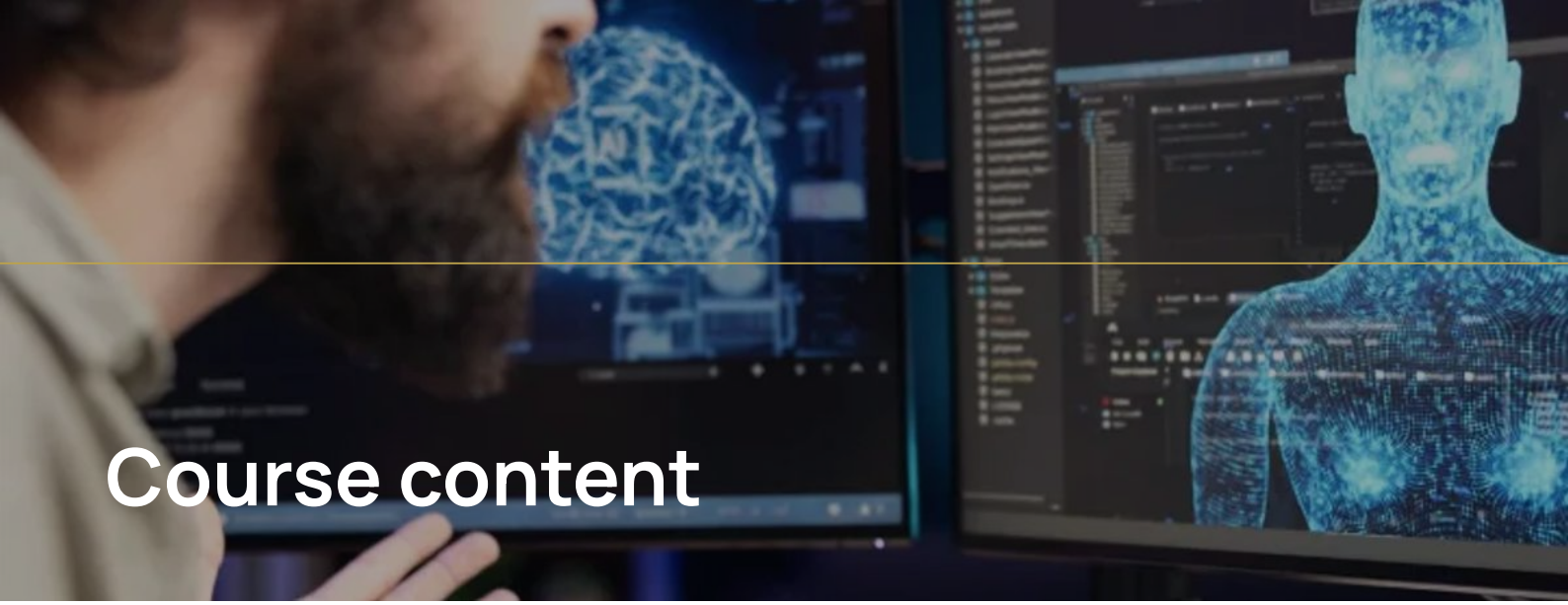
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

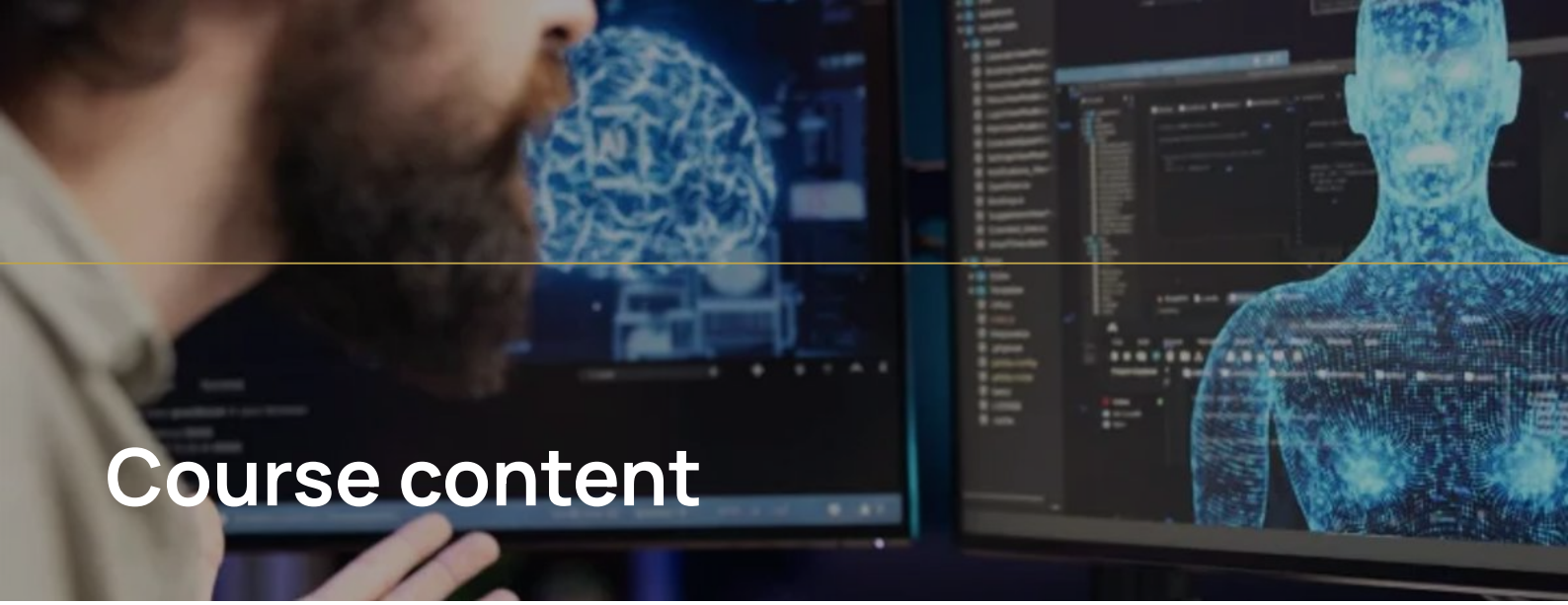
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Vienna Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,940.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online 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
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