

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Generative AI for Business Professionals

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Generative AI provides business professionals with new ways to research information, develop content, analyze documents, generate ideas, support decisions, and improve knowledge-intensive processes.

Creating meaningful business value from these technologies requires more than knowing how to use an AI chatbot. Professionals must understand how to select appropriate use cases, provide effective instructions, evaluate AI-generated information, redesign workflows, and manage the risks associated with enterprise AI adoption.
This Generative AI for Business Professionals course develops practical capabilities for applying tools such as ChatGPT, Microsoft Copilot, Gemini, and other generative AI platforms to business activities. Participants learn prompt engineering, AI-assisted research and analysis, content generation, workflow design, responsible AI practices, and methods for evaluating productivity and business impact.

Professional Problems This Course Is Designed to Solve

• Low productivity in knowledge-intensive work: Reducing time spent drafting, summarizing, researching, restructuring, and processing business information.
• Inconsistent generative AI results: Improving output quality through structured prompts, context management, examples, constraints, and iterative refinement.
• Information overload: Using generative AI to summarize documents, compare information, extract key points, and organize large volumes of business content.
• Limited integration of AI into business processes: Moving beyond isolated chatbot use toward repeatable AI-assisted workflows connected to real job responsibilities.
• Difficulty identifying valuable AI use cases: Evaluating where generative AI can improve speed, quality, customer experience, creativity, or decision support.
• Unreliable AI-generated information: Managing hallucinations, bias, unsupported claims, outdated information, and other limitations through verification and human review.
• Generative AI governance risks: Protecting confidential information, intellectual property, personal data, and organizational knowledge while promoting responsible AI adoption.

Course methodology

The programme combines practical demonstrations, guided AI exercises, prompt engineering workshops, business scenarios, document analysis activities, case studies, and workflow redesign exercises. Participants use realistic business tasks to explore how generative AI can support communication, research, analysis, problem-solving, decision preparation, and process improvement while maintaining appropriate human oversight.



Course content

Course objectives

By the end of this course, participants will be able to:
- Understand generative AI, large language models, and their business applications
- Identify high-value generative AI use cases across different organizational functions
- Develop effective prompts for professional and analytical tasks
- Use generative AI to research, summarize, analyze, and structure business information
- Improve business writing, communication, and content development with AI assistance
- Apply generative AI to problem-solving, brainstorming, and decision preparation
- Design repeatable human-AI workflows for knowledge-intensive business processes
- Evaluate AI-generated outputs for accuracy, relevance, bias, and reliability
- Manage confidentiality, intellectual property, and responsible AI risks
- Develop practical approaches for measuring generative AI productivity and business value

Target audience

This course is suitable for:
- Managers and team leaders
- Business analysts and consultants
- Finance and commercial professionals
- Human resources professionals
- Marketing and communications teams
- Project and programme professionals
- Operations and administrative professionals
- Business professionals responsible for digital transformation and process improvement

Target competencies

Participants will develop competencies in:
- Generative AI literacy
- Prompt engineering
- AI-assisted research
- Business content generation
- AI-supported analysis
- Business problem-solving
- Workflow redesign
- AI output verification
- Responsible AI



Course content

• Human-AI collaboration

Course outline

Day 1: Generative AI Fundamentals and Business Applications

09:00–09:45	Understanding generative AI, large language models, prompts, context windows, and AI-generated outputs
09:45–10:30	Exploring business applications of ChatGPT, Microsoft Copilot, Gemini, and other generative AI tools
10:30–11:00	Distinguishing generative AI from traditional automation, analytics, search, and machine learning applications
11:00–11:30	**Coffee break**
11:30–11:45	Distinguishing generative AI from traditional automation, analytics, search, and machine learning applications (continued)
11:45–12:30	Identifying suitable AI use cases across finance, HR, marketing, operations, projects, and administration
12:30–13:15	Recognizing hallucinations, bias, incomplete responses, and other limitations of generative AI systems
13:15–14:00	Practical exercise: Mapping business activities and prioritizing opportunities for generative AI adoption

Day 2: Prompt Engineering for Professional Business Tasks

09:00–09:45	Structuring effective prompts using objectives, context, instructions, constraints, examples, and output requirements
09:45–10:30	Using role, audience, tone, format, and reference information to improve AI-generated responses
10:30–11:00	Applying iterative prompting to refine complex business outputs
11:00–11:30	**Coffee break**
11:30–11:45	Applying iterative prompting to refine complex business outputs (continued)
11:45–12:30	Breaking complex assignments into structured sequences of AI-assisted tasks
12:30–13:15	Developing reusable prompt templates for reports, emails, proposals, summaries, and management briefings



Course content

13:15–14:00	Prompt workshop: Building and testing a professional prompt library for recurring business responsibilities

Day 3: Generative AI for Research, Analysis and Decision Support

09:00–09:45	Using generative AI to summarize reports, policies, meeting records, research, and business documents
09:45–10:30	Extracting key facts, risks, actions, themes, and decision points from complex information
10:30–11:00	Comparing alternatives and organizing qualitative information into structured analytical outputs
11:00–11:30	**Coffee break**
11:30–11:45	Comparing alternatives and organizing qualitative information into structured analytical outputs (continued)
11:45–12:30	Applying AI to brainstorming, scenario development, root-cause exploration, and problem-solving
12:30–13:15	Evaluating AI-generated research through source checking, fact verification, and critical review
13:15–14:00	Case study: Using generative AI to investigate a business challenge and prepare a management decision brief

Day 4: AI-Assisted Business Workflows and Process Improvement

09:00–09:45	Mapping existing workflows to identify repetitive and knowledge-intensive activities suitable for AI assistance
09:45–10:30	Combining human expertise and generative AI across research, drafting, analysis, review, and approval stages
10:30–11:00	Applying AI-assisted workflows to marketing, HR, finance, procurement, projects, customer service, and operations
11:00–11:30	**Coffee break**
11:30–11:45	Applying AI-assisted workflows to marketing, HR, finance, procurement, projects, customer service, and operations (continued)
11:45–12:30	Transforming information between documents, presentations, summaries, tables, and stakeholder communications
12:30–13:15	Establishing human checkpoints for decisions, approvals, sensitive content, and high-impact business outputs



Course content

13:15–14:00	Practical workshop: Redesigning a business process into a structured and measurable human-AI workflow

Day 5: Responsible Generative AI and Business Implementation

09:00–09:45	Protecting confidential, personal, commercially sensitive, and proprietary information when using generative AI
09:45–10:30	Managing hallucination, bias, intellectual property, misinformation, and inappropriate reliance on AI-generated outputs
10:30–11:00	Establishing verification, human review, accountability, and quality-control procedures
11:00–11:30	**Coffee break**
11:30–11:45	Establishing verification, human review, accountability, and quality-control procedures (continued)
11:45–12:30	Developing organizational guidelines for acceptable and responsible generative AI use
12:30–13:15	Measuring AI value through productivity, time savings, quality, consistency, adoption, and business outcomes
13:15–14:00	Capstone exercise: Developing a Generative AI Business Implementation Plan covering priority use cases, workflows, controls, responsibilities, and measurable benefits

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)
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,820.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Vienna Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,940.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,840.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,890.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
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Dates, venues and fees (continued)

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Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

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

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