

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Machine Learning Fundamentals for Decision Makers

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Machine learning now drives forecasts, recommendations and risk scores in many organisations, yet decision makers often cannot judge whether a model is trustworthy. This course explains in plain language how machine learning works, the main model types, how models are trained and evaluated, and how to manage projects, data and risks so ML delivers business value.

You do not need to code to lead machine learning initiatives, but you do need to understand them. This course gives you the concepts and questions to make good decisions.

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

Visual explanations, no-code model building exercises, evaluation case studies and project planning workshops.

Course objectives

By the end of this course, participants will be able to:
• Explain core machine learning concepts
• Distinguish supervised, unsupervised and generative approaches
• Understand training, testing and model evaluation
• Identify data requirements and pitfalls
• Plan and govern ML projects
• Assess risks such as bias, drift and over-reliance

Target audience

This course is suitable for:
• Managers sponsoring analytics projects
• Business analysts
• Product and operations leaders
• Risk and audit professionals
• Executives responsible for AI strategy



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Target competencies

Participants will develop competencies in:

- Analytical literacy
- Model evaluation
- Project governance
- Data awareness
- Risk judgement

Course outline

Day 1: What Machine Learning Is

09:00–10:08	From rules to learning
10:08–11:00	Supervised and unsupervised learning
11:00–11:30	**Coffee break**
11:30–11:45	Supervised and unsupervised learning (continued)
11:45–12:53	Generative models
12:53–14:00	Exercise: spotting ML in daily life

Day 2: Data and Training

09:00–10:08	Features and labels
10:08–11:00	Training and test data
11:00–11:30	**Coffee break**
11:30–11:45	Training and test data (continued)
11:45–12:53	Data quality and leakage
12:53–14:00	No-code exercise: training a model

Day 3: Evaluating Models

09:00–10:08	Accuracy, precision and recall
10:08–11:00	Overfitting
11:00–11:30	**Coffee break**



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11:30–11:45	Overfitting (continued)
11:45–12:53	Business metrics versus model metrics
12:53–14:00	Case study: churn prediction

Day 4: Running ML Projects

09:00–10:08	Problem framing
10:08–11:00	Team roles
11:00–11:30	**Coffee break**
11:30–11:45	Team roles (continued)
11:45–12:53	Deployment and monitoring
12:53–14:00	Workshop: project canvas

Day 5: Risks and Governance

09:00–10:08	Bias and fairness
10:08–11:00	Model drift
11:00–11:30	**Coffee break**
11:30–11:45	Model drift (continued)
11:45–12:53	Explainability
12:53–14:00	Decision maker checklist

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,540.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Dubai Confirmed dates	22 Feb 2027	26 Feb 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
London Confirmed dates	10 May 2027	14 May 2027	**€2,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	31 May 2027	4 Jun 2027	**€1,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,840.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,940.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
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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