

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Natural Language Processing for Business Applications

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Natural language processing allows organisations to analyse and act on text data from emails, documents, customer feedback and social media. This course explains NLP techniques including text classification, sentiment analysis, entity extraction, topic modelling, summarisation and large language model applications, and shows how to apply them to business problems.

Most organisational data is unstructured text. This course helps you understand what NLP can do and how to plan practical NLP solutions.

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 explanation with demonstrations and guided hands-on exercises using no-code and low-code NLP tools, plus use-case workshops.

Course objectives

By the end of this course, participants will be able to:
• Explain key NLP concepts and techniques
• Identify business problems suited to NLP
• Apply sentiment analysis and text classification
• Extract entities and information from documents
• Use large language models for summarisation and generation
• Plan, evaluate and govern NLP solutions

Target audience

This course is suitable for:
• Data analysts and data scientists
• Business analysts
• Customer experience and marketing analysts
• Digital transformation professionals
• IT professionals



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Target competencies

Participants will develop competencies in:

- Text analytics
- Sentiment analysis
- Information extraction
- LLM applications
- Solution evaluation
- AI governance

Course outline

Day 1: NLP Fundamentals

09:00–09:54	Text as data
09:54–10:48	Tokenisation and representation
10:48–11:00	Traditional and modern NLP
11:00–11:30	**Coffee break**
11:30–12:12	Traditional and modern NLP (continued)
12:12–13:06	Business use cases
13:06–14:00	Exercise: Identifying text data sources

Day 2: Text Classification and Sentiment

09:00–09:54	Classification approaches
09:54–10:48	Sentiment analysis
10:48–11:00	Training data and labelling
11:00–11:30	**Coffee break**
11:30–12:12	Training data and labelling (continued)
12:12–13:06	Evaluation metrics
13:06–14:00	Lab: Sentiment analysis of feedback



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Day 3: Information Extraction

09:00–09:54	Named entity recognition
09:54–10:48	Document processing
10:48–11:00	Topic modelling
11:00–11:30	**Coffee break**
11:30–12:12	Topic modelling (continued)
12:12–13:06	Search and retrieval
13:06–14:00	Lab: Extracting information from documents

Day 4: Large Language Models

09:00–09:54	LLM capabilities
09:54–10:48	Summarisation and generation
10:48–11:00	Prompting for NLP tasks
11:00–11:30	**Coffee break**
11:30–12:12	Prompting for NLP tasks (continued)
12:12–13:06	Limitations
13:06–14:00	Lab: LLM-based text analysis

Day 5: Delivering NLP Solutions

09:00–09:54	Solution design
09:54–10:48	Accuracy and bias
10:48–11:00	Privacy and compliance
11:00–11:30	**Coffee break**
11:30–12:12	Privacy and compliance (continued)
12:12–13:06	Deployment and monitoring
13:06–14:00	Capstone: NLP solution proposal

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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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 Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,820.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
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.–**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,540.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,820.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,840.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,820.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.–**
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.–**
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
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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View the latest course details online