

## AI For Managers - 40 hours

### Course Overview

In an era where artificial intelligence is reshaping the business landscape, managers are required not only to understand the technology—but to apply it effectively, responsibly, and in a value-driven way within their organizations.

The **AI for Managers** course is a practical, hands-on program (40 hours) designed to provide participants with both a strong conceptual foundation and real-world application skills—without requiring any coding background. Throughout the course, participants will learn how to work with modern AI tools, design intelligent workflows, and integrate AI into decision-making, team management, and innovation processes.

The program combines up-to-date theoretical knowledge with hands-on experience using leading tools, including workflow automation, LLM-based systems, and exposure to Agentic AI and RAG concepts—all delivered in a clear, business-oriented language.

### Target Audience

- Managers at all levels (mid-level and senior)
- Team leaders and project managers
- Business professionals (marketing, operations, finance, HR)
- Decision-makers seeking to understand and apply AI effectively
- Anyone looking to integrate AI tools into their daily work and drive innovation

### What You'll Gain

- A solid understanding of AI capabilities and business applications
- Practical skills in using leading AI tools and writing effective prompts
- Ability to design AI-powered workflows and basic automations
- Using AI for data analysis and decision support
- Familiarity with RAG concepts and organizational knowledge assistants
- Tools to lead responsible AI adoption within your organization

## Course Syllabus:

### **Module 1 - Introduction to AI and Responsible Use**

- What AI is - and is not
- AI types: generative, predictive, retrieval-based, and agentic systems
- Business opportunities and realistic expectations
- Responsible use, confidentiality, and human review
- Hands-on introduction to modern AI tools

### **Module 2 - Understanding Modern AI**

- How AI systems learn patterns from data
- Context windows, hallucinations, and model limitations
- LLMs and multimodal AI explained visually
- Live demonstrations of context and prompt quality

### **Module 3 - Prompting for Everyday Work**

- Practical prompting frameworks and reusable patterns
- Controlling structure, tone, and output quality
- Summarization, planning, ideation, and analysis
- Hands-on prompt refinement exercises

### **Module 4 - AI and Decision Making**

- Human + AI collaboration models
- Trust calibration and cognitive bias
- Scenario analysis and structured decision support
- Evaluating and verifying AI-generated recommendations

### **Module 5 - AI Tools and Use Cases Across Functions**

- Use cases in marketing, HR, finance, operations, and project work
- Comparing general-purpose assistants and specialist tools
- AI copilots, integrations, and workflow ecosystems
- Hands-on comparison of modern AI tools

## **Module 6 - AI Workflows, Automation, and Agents**

- Workflow automation concepts and human-in-the-loop design
- Connecting AI with documents, email, chat, and business tools
- Visual agentic workflows and no-code AI orchestration with n8n (or similar no-code tool)
- Prebuilt n8n labs: inspect, modify, and run AI-powered workflows

## **Module 7 - AI for Business Analysis and Insights**

- Working with spreadsheets, dashboards, and datasets
- Asking better analytical questions
- Common pitfalls and misleading outputs
- Producing management insight briefs

## **Module 8 - Knowledge Assistants, RAG, and Internal Information**

- RAG and enterprise knowledge assistants explained in business terms
- Reducing hallucinations with grounded information
- Working with policies, FAQs, and internal documents
- Practical document-questioning demonstrations

## **Module 9 - AI Adoption, Governance, and Change Management**

- Governance, privacy, compliance, and risk management
- ROI realism, adoption metrics, and pilot selection
- AI culture, shadow AI, and workforce implications
- Build vs. buy decisions and organizational rollout planning
- Designing a practical AI adoption roadmap

## **Module 10 - Future Trends and Managing in the Age of AI**

- Multimodal AI, copilots, memory, and personalized systems
- AI ecosystems, interoperability, and workflow orchestration
- Changing work roles, hiring expectations, and team structures
- Using AI as a personal productivity and decision-support assistant

## Module 11 - Final Project: Your AI in Action

- Define a practical AI use case
- Design workflows, prompts, governance checks, and rollout considerations
- Present a lightweight AI solution or process design