

AI Essentials for Business Leaders

Dec 23 – 24, 2024	Venue: PIM, Karachi.	Rs. 31,000/=
Aug 01 – 02, 2024	Venue: PIM, Lahore.	Rs. 31,000/=
Oct 07 – 08, 2024	Venue: PIM, Islamabad.	Rs. 31,000/=

Course Description

AI is your partner, not your replacement: unlock your AI-powered potential. In a world fueled by AI, you need more than just charisma and vision. Use AI to amplify your human ingenuity for unparalleled leadership success. You'll learn how to use generative AI tools to help speed up daily tasks, make more informed decisions, and develop new ideas and content.

LEARNING OUTCOMES

- Understand the various facets of AI without drowning in technicalities.
- Discover AI's role in decision-making and ensuring a competitive edge.
- Harness Generative AI tools for revolutionizing efficiency, and innovation.
- Cultivate AI skills, preparing businesses for future growth and resilience.

WHO MUST ATTEND?

- Executives seek to understand what AI is and how it could impact their business.
- Business leaders who want to implement AI into their business to improve productivity.
- Managers seeking tech-forward strategies and exploring AI for innovation.

COURSE CONTENTS:

- Introduction to AI: Understand the distinct types of AI and their applications.
- Machine Learning: Demystifying the backbone of AI.
- Deciphering Generative AI: Grasp the power of AI that creates.
- Maximize Productivity with AI Tools: A review of leading AI tools dominating industries.
- Art of Prompt Engineering: Research effectively and gain insights using the right prompts.
- Using AI Responsibly: Identifying AI risks and safeguards.
- The Road Ahead: Assess the relevance and potential of AI for your enterprise.

FOR DETAILS AND REGISTRATION

PIM, Karachi: Management House, Shahra-e-Iran, Clifton, Karachi 75600

Voice Dir: (+9221) 9925 1718, 9925 1680, E-Mail: program@pim.com.pk

PIM, Lahore: Management House, 70-B/2, Gulberg III, Lahore 54600.

Voice Dir: (+9242) 9926 3137

Mobile: 0300-8840880, 0332-4353820 E-Mail: pimlhe@pim.com.pk

PIM, Islamabad: Plot No. 12-K, Sitara Market, Sector G-7 Markaz, Islamabad

Voice Dir: (+9251) 9252651 -2, E-Mail: pimisb@pim.com.pk