aractech
Global Learning for Operational Leaders

DIGITAL INNOVATION AND TRANSFORMATION | DIT-015

Generative AI for Business Professionals

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031 BP Haarlem - Netherlands.

aractech
Global Learning for Operational Leaders

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.

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 Objectives

• 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

aractech
Global Learning for Operational Leaders

Course content

Target Audience

- Managers and team leaders
- Business analysts and consultants
- Finance and commercial professionals
- Human resources professionals

aractech
Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Generative AI for Business Professionals.

Day 1 - Generative AI Fundamentals and Business Applications

• 09:00-09:39 | Understanding generative AI, large language models, prompts, context windows, and AI-generated outputs

• 09:39-10:18 | Exploring business applications of ChatGPT, Microsoft Copilot, Gemini, and other generative AI tools

• 10:18-10:57 | Distinguishing generative AI from traditional automation, analytics, search, and machine learning applications

• 10:57-11:00 | Identifying suitable AI use cases across finance, HR, marketing, operations, projects, and administration

• 11:00-11:30 | Coffee break

• 11:30-12:05 | Identifying suitable AI use cases across finance, HR, marketing, operations, projects, and administration (continued)

• 12:05-12:43 | Recognizing hallucinations, bias, incomplete responses, and other limitations of generative AI systems

• 12:43-14:00 | Practical exercise: Mapping business activities and prioritizing opportunities for generative AI adoption

Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Generative AI for Business Professionals.

Day 2 - Prompt Engineering for Professional Business Tasks

• 09:00-09:34 | Structuring effective prompts using objectives, context, instructions, constraints, examples, and output requirements

• 09:34-10:08 | Using role, audience, tone, format, and reference information to improve AI-generated responses

• 10:08-10:42 | Applying iterative prompting to refine complex business outputs

• 10:42-11:00 | Breaking complex assignments into structured sequences of AI-assisted tasks

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Breaking complex assignments into structured sequences of AI-assisted tasks (continued)

• 11:46-12:53 | Developing reusable prompt templates for reports, emails, proposals, summaries, and management briefings

• 12:53-14:00 | Prompt workshop: Building and testing a professional prompt library for recurring business responsibilities

Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Generative AI for Business Professionals.

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

• 09:00-09:39 | Using generative AI to summarize reports, policies, meeting records, research, and business documents

• 09:39-10:18 | Extracting key facts, risks, actions, themes, and decision points from complex information

• 10:18-10:57 | Comparing alternatives and organizing qualitative information into structured analytical outputs

• 10:57-11:00 | Applying AI to brainstorming, scenario development, root-cause exploration, and problem-solving

• 11:00-11:30 | Coffee break

• 11:30-12:05 | Applying AI to brainstorming, scenario development, root-cause exploration, and problem-solving (continued)

• 12:05-12:43 | Evaluating AI-generated research through source checking, fact verification, and critical review

• 12:43-14:00 | Case study: Using generative AI to investigate a business challenge and prepare a management decision brief

aractech
Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Generative AI for Business Professionals.

Day 4 - AI-Assisted Business Workflows and Process Improvement

• 09:00-09:39 | Mapping existing workflows to identify repetitive and knowledge-intensive activities suitable for AI assistance

• 09:39-10:18 | Combining human expertise and generative AI across research, drafting, analysis, review, and approval stages

• 10:18-10:57 | Applying AI-assisted workflows to marketing, HR, finance, procurement, projects, customer service, and operations

• 10:57-11:00 | Transforming information between documents, presentations, summaries, tables, and stakeholder communications

• 11:00-11:30 | Coffee break

• 11:30-12:05 | Transforming information between documents, presentations, summaries, tables, and stakeholder communications (continued)

• 12:05-12:43 | Establishing human checkpoints for decisions, approvals, sensitive content, and high-impact business outputs

• 12:43-14:00 | Practical workshop: Redesigning a business process into a structured and measurable human-AI workflow

aractech
Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Generative AI for Business Professionals.

Day 5 - Responsible Generative AI and Business Implementation

• 09:00-09:34 | Protecting confidential, personal, commercially sensitive, and proprietary information when using generative AI

• 09:34-10:08 | Managing hallucination, bias, intellectual property, misinformation, and inappropriate reliance on AI-generated outputs

• 10:08-10:42 | Establishing verification, human review, accountability, and quality-control procedures

• 10:42-11:00 | Developing organizational guidelines for acceptable and responsible generative AI use

• 11:00-11:30 | Coffee break

• 11:30-12:19 | Developing organizational guidelines for acceptable and responsible generative AI use (continued)

• 12:19-12:53 | Measuring AI value through productivity, time savings, quality, consistency, adoption, and business outcomes

• 12:53-14:00 | Capstone exercise: Developing a Generative AI Business Implementation Plan covering priority use cases, workflows, controls, responsibilities, and measurable benefits

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Generative AI for Business Professionals generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Barcelona	Classroom	**€2,815**
21 - 25 December 2026	Dubai	Classroom	**€1,845**
18 - 22 January 2027	Cape Town	Classroom	**€1,625**
15 - 19 February 2027	Amsterdam	Classroom	**€2,830**
15 - 19 March 2027	London	Classroom	**€2,315**
19 - 23 April 2027	Istanbul	Classroom	**€1,978**
17 - 21 May 2027	Munich	Classroom	**€3,225**
21 - 25 June 2027	Paris	Classroom	**€3,825**
19 - 23 July 2027	Frankfurt	Classroom	**€2,275**
16 - 20 August 2027	Kuala lumpur	Classroom	**€1,925**

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Generative AI for Business Professionals generated from the course details page.

Date	Location	Format	Fee
20 - 24 September 2027	Rome	Classroom	**€3,460**
18 - 22 October 2027	Vienna	Classroom	**€3,225**
15 - 19 November 2027	Geneva	Classroom	**€4,315**
20 - 24 December 2027	Madrid	Classroom	**€3,400**
16 - 20 November 2026	Online / Live	Online / Live	**€1,815**
21 - 25 December 2026	Online / Live	Online / Live	**€1,815**
18 - 22 January 2027	Online / Live	Online / Live	**€1,815**
15 - 19 February 2027	Online / Live	Online / Live	**€1,815**
15 - 19 March 2027	Online / Live	Online / Live	**€1,815**
19 - 23 April 2027	Online / Live	Online / Live	**€1,815**

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Generative AI for Business Professionals generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	**€1,815**
21 - 25 June 2027	Online / Live	Online / Live	**€1,815**
19 - 23 July 2027	Online / Live	Online / Live	**€1,815**
16 - 20 August 2027	Online / Live	Online / Live	**€1,815**
20 - 24 September 2027	Online / Live	Online / Live	**€1,815**
18 - 22 October 2027	Online / Live	Online / Live	**€1,815**
15 - 19 November 2027	Online / Live	Online / Live	**€1,815**
20 - 24 December 2027	Online / Live	Online / Live	**€1,815**