AI for Business

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Overview

Artificial Intelligence (AI) has evolved from a distant concept to a vital tool for business transformation. This six-week training, developed by Imperial Academic, offers business leaders a foundational understanding of AI, including predictive and generative AI, machine learning, and natural language processing. Through case studies, key technologies, and a hands-on project for your business, participants will gain insights into AI's potential to drive efficiency, sustainability, and innovation.

We do not assume any particular technological background — you'll focus on the organizational and managerial implications of these technologies and how they can be applied in your workplace, rather than on their technical dimensions.

British Computer Society (BCS London)

Quick Facts

Target Audience	This training is tailored for managers, executives, and industry leaders looking to apply AI to their business challenges. Whether you're a strategist, marketer, product developer, or analyst, this program will help you make data-informed decisions and lead AI-driven growth.
Duration	Course Duration: 6 weeks, 6-8 hours per week Start Date: Flexible
Cost	Course Cost: £500 Flexible Payment Options (Credit Card, PayPal)
Delivery Format	Training delivery formats: entirely online, in-person, or as a hybrid blend of both, allowing you to choose the learning experience that best fits your schedule and preferences.

Why Choose This Program?

Develop a Data-Driven Strategy

- Create a clear, actionable AI roadmap to drive smarter decisions and growth for your business.

Master Key AI Technologies

- Explore predictive & generative AI, NLP, and machine learning, and understand their implications for business.

Gain Practical Insights

- Real-world applications, case studies, and a business-focused project to reinforce learning.

Learn from Leading Experts

- Researchers and lecturers from Lancaster, Surrey, and York Universities, along with industry professionals, will guide you through real-life applications.

Timeline

	Week 1	Week 2	Week 3	Week 4	Weeks 5 - 6
Foundations of AI, ML, and DL • Introduction to machine learning principles • Key algorithms and practical applications • Understanding data preparation and feature engineering	■				
Exploring Computer Vision • *Core concepts in image processing* • *Techniques for training computer vision models* • *Industry case studies and hands-on practice*		■			
Natural Language Processing • *Fundamentals of NLP and text processing* • *Working with popular NLP models and their applications* • *Interactive tasks on sentiment analysis*			■		
Predictive Analytics • *Building and deploying predictive models for business* • *Forecasting techniques and use cases in business* • *Practice with data to create predictive solutions*				■	
Company-Specific AI Project • *Applying learned techniques to a unique project tailored to your company*					■

Team

Our dedicated team of tutors is always on hand to provide support, a commitment we take seriously to enhance your learning experience. Upon successful completion, you'll receive a certificate from Imperial Academic, validating your expertise.

I'm a Senior Researcher with over 10 years of experience in computer vision, machine learning, and AI, specializing in innovative solutions for complex visual challenges.

With a PhD in Computer Vision and as a Fellow of the British Machine Vision Association (BMVA), I've led impactful research in semantic segmentation, visual tracking, and video stabilization.

Having managed projects with budgets over £300K, I bring a strong commitment to delivering high-quality results aligned with client needs and expectations.

Dr. Abdulrahman Kerim

I'm Associate Lecturer at the university of York. My research interests revolve around Computational Intelligence and Machine Learning particularly, empirical intelligent systems, Multi-Agent Systems.

Farid Lawan Bello

Resources

- "Synthetic Data for Machine Learning" by Abdulrahman Kerim – an essential resource for transforming and optimizing your machine learning strategies with synthetic data ([Order the book](#)) 🔗
- "Deep Learning - Foundations and Concepts" by Chris Bishop and Hugh Bishop ([Book online](#)) 🔗

Contact Details

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