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## GENERATIVE AI IN BUSINESS - CERTIFIED

<b>Start Date:</b>	12/01/2026	<b>End Date:</b>	16/01/2026
<b>Categories:</b>	Artificial Intelligence & Er	<b>Venues:</b>	Barcelona
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This course provides business professionals with a practical, hands-on approach to understanding and applying generative AI. Participants will explore how AI tools like GPT, DALL·E, and automation platforms are transforming marketing, customer service, innovation, and decision-making. In collaboration with Neuro Business School, Barcelona, Spain.

### OBJECTIVES

By the end of the course, participants will be able to: - Understand how generative AI works and where it fits in the business value chain. - Explore use cases for content generation, personalization, and automation. - Identify ethical considerations, data bias, and responsible AI adoption. - Learn to prototype solutions using AI tools for real business problems. - Create AI-augmented strategies for innovation, productivity, and customer experience.

### COURSE OUTLINE

1. Generative AI Fundamentals & Business Landscape 2. AI Tools in Content, Marketing & Communication 3. Automation, Decision-Making & AI Strategy 4. Ethics, Risk, and Responsible AI Use 5. Innovation Labs: Building AI-Driven Business Solutions

### TARGET AUDIENCE

All supervisory levels, Business leaders, marketing professionals, product managers, digital strategists, innovation leads, and consultants looking to implement or explore AI in their organizations.

### METHODOLOGY

Tool walkthroughs (e.g., GPT, DALL·E, Synthesia, Perplexity), case analysis, live prototyping, peer collaboration, and ethical scenario simulations.

### CONCLUSION

Participants will be equipped to navigate and lead AI-driven transformation within their companies, design AI use cases, and make informed decisions about integration and scalability.

## DAILY AGENDA

### **Day 1: Understanding Generative AI**

Learn the core concepts behind generative AI, including how models work and current capabilities in text, image, and voice.

### **Day 2: AI in Communication & Marketing**

Use AI to generate content, tailor campaigns, and automate digital engagement.

### **Day 3: AI for Strategy, Forecasting & Efficiency**

Explore how AI supports decision-making, workflows, and business intelligence.

### **Day 4: Responsible AI: Ethics, Bias & Trust**

Dive into real-world risks and solutions for fair, secure, and inclusive AI use in business.

### **Day 5: Innovation Studio: Building AI Solutions**

Work in teams to design and present a generative AI solution for a real-world business problem.

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For more information, please contact us:

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