



AI FUNDAMENTALS FOR BUSINESS LEADERS

One Day Workshop

TRAINERS:



Semeen Akhtar

CEO - Engro Powergen Qadirpur
Former CIO Global Unilever



Hussein Hassanali

President ISACA, Karachi Chapter
Former Head of IT Advisory, HBL
Former CISO, Bank Al-Habib

COURSE OVERVIEW

This one-day intensive workshop offers a comprehensive introduction to the fundamentals of Artificial Intelligence tailored for individuals looking to leverage AI for competitive advantage and operations excellence in their enterprise.

The workshop is structured to provide participants with a comprehensive understanding of the building blocks of AI – Big Data, Machine Learning, and Deep learning with a business lens. This masterclass will also present various challenges and governance and ethical issues surrounding the application of AI in the business.

The workshop has been designed keeping a balanced mix of theoretical knowledge, practical insights and interactive activities to ensure that participants gain a compressive understanding of AI, it's application in real world scenarios and how they can position themselves their organization to strategically leverage AI into all domains of their enterprise. This workshop also covers the best practices used by global organizations

WHO SHOULD ATTEND

This course is intended for senior business and technical professionals involved in the strategic decision making focused on bringing AI into their enterprise with at least 7-8 years of experience in Management, Finance, Marketing, Sales and IT. This course can also be beneficial for managers running plant operations

- Senior general managers involved in strategic IT investment decisions
- Senior Finance managers
- Senior Marketing and Sales Managers
- IT managers
- Operations managers

LEARNING OUTCOMES

This course provides a structured approach to understanding and strategically evaluating and deploying AI in the business ensuring alignment with business objectives, improving operations and creating opportunities for competitive advantage.

Key areas covered include:

- Introduction to AI:
 - Core concepts of AI and generative AI
 - Use cases and examples of how AI can transform our lives and work
 - Recognizing the potential and impact of AI on businesses
- Basic concepts of Machine Learning, Deep Learning and Big Data
- Issues, limitations and ethical concerns surrounding AI
- Governance of AI in the enterprise
- AI Ladder – a framework for understanding the work and processes that are necessary for the successful implementation of AI in the enterprise

COURSE DURATION

Total 08 hours, spread over multiple small sessions to be completed in one day.

DETAILED OUTLINE

1. Introduction to AI

- What is AI?
- Generative AI Overview and Use Cases
- Impact and Examples of AI
- Application Domains for AI
- Famous applications of AI from IBM
- Generative AI Applications

2. Building Blocks of AI

- Cognitive Computing (Perception, Learning, Reasoning)
- Machine Learning and Machine Learning Techniques
- Deep Learning
- Neural Networks
- Big Data and Big Data Analytics
- Natural Language Processing, Speech, Computer Vision
- Self-Driving Cars

DETAILED OUTLINE

3. AI and Ethics

- What will our Society look like when AI is everywhere
- Exploring Today's AI Concerns
- Exploring AI and Ethics
- Defining AI Ethics
- Understanding Bias and AI
- AI Ethics and Regulations
- AI Ethics, Governance, and ESG
- Foundations of Trustworthy AI: Operationalizing Trustworthy AI
- Precision Regulation for Artificial Intelligence

4. Introduction to the AI Ladder

- The AI Ladder Framework Introduction
- How to use the framework for successful deployment of AI-based solutions in large enterprises
- No AI Without IA Introduction – Modernizing your Information Architecture
- Making data simple and accessible
- Organizing your data
- Analyzing your data
- Infuse AI

5. Where are you on your AI journey

- Identifying use cases for AI in your enterprise

6. End of session Project and Conclusion

** Note: Sessions will be interactive and will contain a number of activities for the participants

TRAINERS



Semeen Akhtar

LinkedIn:

<https://t.ly/EvBBV>

Semeen Akhtar is a distinguished Dutch Pakistani professional with over 23 years of diverse professional experience spanning multiple geographies including the Middle East, South Asia, South Africa, Europe, Latin America, and Australia. She is currently the CEO of Engro Powergen Qadirpur Limited. Prior to this she has led large and diverse global teams in C-level roles for bp, Unilever, SBM Offshore and Johnson Controls focused on business transformation through technology, implementing digital technologies at scale such as Factory of the Future, Industrial IOT, Artificial Intelligence, and Big Data Analytics etc. She is also an active advocate of women in technology and is on the board of a number of companies. She is a sought after speaker and has been a part of many international events and conferences. Semeen holds a bachelor's degree in electrical engineering from NED University and an MBA from the Institute of Business Administration (Karachi). She has also done many leadership trainings at Oxford and Stanford universities.



Hussein Hassanali

LinkedIn:

<https://t.ly/EvBBV>

Hussein Hassanali, a distinguished British Pakistani professional, brings over 28 years of extensive global experience in Assurance, Risk, and Information Security. Having served as Head Technology Audit at HBL Internal Audit, his background includes pivotal roles such as CISO at Bank AL Habib Limited and Internal Audit Manager at the Aga Khan University. Recognized for his contributions to Information Security, he holds a variety of certifications and is actively involved in several industry associations. Some of his certifications include CISM, CRISC, CISA, and CDPSE. He is associated with ISACA Karachi Chapter as President, FPCCI's Standing Committee on Cyber Crimes & Security, and has been involved with various other organizations such as Ernst & Young, UK, and the Aga Khan University.

WHY CHOOSE US?

At AshreiTech, we're not just another tech training company; we're the pinnacle of excellence in the industry. With our top tier training programs, led by renowned trainers and backed by high caliber strategic partners, we guarantee an experience that's second to none.

HERE'S MORE:



24/7 Wi-Fi - Obviously, it's not a luxury - it's a necessity.



High-tech learning venue -
Off course, we are a tech company!



24 hours facility -
Yes, because we are serving a global world.



Ample restrooms - Because we know you can't wait for your turn.



Top-notch restaurant to cater to your appetite.



Prayer Area for Ladies and Gentlemen!



Shaded Parking Space for up to 500 cars.
You need more space?



Venue at the heart of the city.

WORKSHOP FEE

PKR 45,000 per participant + SST
Inclusive of the certificate, full-day meals and business networking.

10% discount on a group of 3 or more participants

Send your name, designation, email address, mobile number and CNIC for registration to

Talha Shabbir

tshabbir@ashreitech.com or +92 321 8747595