KOENIG
step forward

KOENIG SOLUTIONS · COURSE OUTLINE

AI for Business Leaders Certification

3 Days	5	25	AIBL - AI3170
DURATION	MODULES	TOPICS	COURSE CODE

COURSE OVERVIEW

Lead AI Adoption with Confidence. Learn what AI can and can't do, so you can guide your team with clear decisions. Turn AI Opportunities into Business Action. Pick the right use cases and redesign real workflows around them. Build an AI Adoption Blueprint. Finish with a practical plan and a 90-day pilot roadmap for your business. Many companies have tried AI in small experiments. Now leaders face bigger questions: where to use it, how much to spend and how to roll it out without losing control. This program helps you answer them. Over four weeks, you learn what AI, generative AI and agentic AI mean in business terms. Then you use that to find opportunities, redesign a workflow, compare investment options and plan the rollout. Agentic AI is AI that can plan steps and use tools to get work done, not just answer questions. You'll see where it fits in business transformation, and when a simpler automated workflow is the better choice. This is a program for business leaders, not AI developers. There is no coding, and you don't build a live system. You work on your own business challenge, or a sample case, and leave with a plan. The program is run by DataMites. At the end, you receive a DataMites Program Completion Certificate.

WHO THIS COURSE IS FOR

- AIBL is for senior leaders who decide where the company invests, how work is organised and how change happens. In Session 5, you look at workflow examples from each team below.
- CXOs set the direction for AI, choose where to invest first and answer for the results.
- Directors turn strategy into priorities, back new projects and manage risk across teams.
- Founders decide how AI can help the business grow, and what to build, buy or partner on.
- Business heads own the workflows that AI is about to change.
- Sales leaders look at lead sorting, account briefs and pipeline summaries.
- Marketing leaders look at content drafts, campaign summaries and market research.
- Finance leaders look at variance comments, invoice data and forecast checks.
- HR leaders look at job descriptions, staff questions and onboarding.
- Operations leaders look at procedures, exceptions and supplier messages.
- Customer service leaders look at reply drafts, ticket routing and knowledge-base help.

PREREQUISITES

- No coding
- No advanced mathematics
- A business process or challenge to work on, or a sample case that we supply
- A willingness to test AI ideas honestly, including ideas that may not be worth pursuing
- Cleaned-up company information for the exercises, never confidential data
- Time to join the live sessions: about 6 hours a week for 4 weeks

LEARNING OBJECTIVES

What You Will Learn

- AI foundations. What AI, machine learning and generative AI mean for a business.
- Generative AI for executives. Using it for briefings, analysis and decision preparation.
- AI opportunity mapping. Finding the best ideas and ranking them.
- Organisational readiness. Checking whether your people, data and processes are ready.
- Agentic AI. Assistants, workflows and agents, and when to use each.
- AI-enabled workflow design. Redesigning a process with clear points where a person approves.
- AI architecture. How users, AI models, company data and software fit together.
- Build, buy, configure or partner. How to compare your options.
- AI economics. Costs, expected value and the assumptions behind them.
- Governance and risk. Ownership, privacy, security and when to stop.
- Organisational adoption. Bringing your staff along.
- 90-day pilot planning. Scope, milestones and success measures.

COURSE SYLLABUS

5 Modules, 25 Topics

01

AI Foundations and Leadership Applications

TOPICS

- Session 1. Understanding AI and Its Business Potential. What AI, machine learning and generative AI can and can’t do, and where they could help your business.
- Session 2. Generative AI for Executive Effectiveness. Writing clear instructions, preparing briefings and checking facts and sources.
- Session 3. AI Opportunity Mapping and Organisational Readiness. Mapping processes, spotting bottlenecks and checking readiness.
- Weekly output: an AI opportunity shortlist and a readiness check.

02

Agentic AI and Business Process Redesign

TOPICS

- Session 4. Understanding Agentic AI. Assistants, workflows and agents; goals, planning, memory and tools; when simple automation is enough.
- Session 5. Designing AI-Enabled Business Workflows. Steps, handoffs, human approval and escalation, and what AI may recommend, draft or do.
- Session 6. Guided Workflow Demonstration and Evaluation. Testing normal cases and failures, and deciding what counts as good enough.
- Weekly output: a new workflow, who is responsible for each step and a test checklist.

03

AI Architecture, Investment and Governance

TOPICS

- Session 7. AI Architecture for Business Leaders. How users, models, company data and software connect, plus data quality, access and monitoring.
- Session 8. Sourcing Decisions and AI Economics. Build, buy, configure or partner; baselines, costs and expected value.
- Session 9. Governance, Risk and Executive Accountability. Ownership, privacy, security, approval rights and stop conditions.
- Weekly output: a short solution brief, a business case and clear responsibilities.

04

Adoption Leadership and Execution Roadmap

TOPICS

- Session 10. Leading Organisational Adoption. Involving stakeholders, handling resistance, and planning skills and role changes.
- Session 11. Building the 90-Day Pilot Roadmap. Scope, milestones, budget assumptions, and when to continue, scale or stop.
- Session 12. Executive Capstone Review. Present your blueprint, get feedback and improve it.
- Final output: your Business AI Adoption Blueprint, including a 90-day pilot roadmap.

05

What You Take Back

TOPICS

- You build your blueprint piece by piece, one template per exercise, so it is ready by Session 12. You can reuse the templates with your own teams afterwards.
- AI opportunity shortlist. The ideas worth pursuing, ranked by value, feasibility and readiness.
- AI Adoption Blueprint. One document that brings your whole plan together.
- A redesigned AI-enabled workflow. With clear points where a person approves.
- A business case. Costs, expected value and the assumptions to test.
- A governance and ownership plan. Who is responsible, and when to escalate or stop.
- A plan for your people. Communication, champions, skills and role changes.
- A 90-day pilot roadmap. With clear signs for when to continue, scale or stop.
- You can work from cleaned-up information about your own company or from a sample case. A demo may be shown to illustrate your idea, but production deployment is not part of the program.

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

- Classroom Training
- Live Online Classes (ILO)
- Fly-Me-A-Trainer (FMAT)
- Flexi (Self-Paced)
- 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com | **info@koenig-solutions.com**