

## Artificial Intelligence (AI) Practitioner (KIP)

**ID KIP** Price CHF 1,645.—(excl. VAT) **Duration** 2 days

### Who should attend

- Managers and decision-makers who want to use AI strategically in their company to secure long-term competitive advantages.
- Project managers and innovation managers who want to plan, implement and scale AI projects to advance their organization.
- IT and data experts who want to understand advanced technologies such as reinforcement learning and generative AI and integrate them into existing systems.
- Change managers and HR managers who want to support the introduction of AI into the corporate culture and actively involve employees.
- Entrepreneurs and strategy managers who want to understand the ethical, technical and organizational aspects of AI and make informed decisions.
- The course is ideal for anyone who wants to deepen their knowledge of AI, experience practical applications and develop sustainable strategies for the use of AI.

### Prerequisites

The [Artificial Intelligence \(AI\) Foundation \(KIF\)](#) is a prerequisite for participation in the training.

### Course Objectives

After the advanced course Strategic AI application and optimization you will be able to

- Apply advanced AI technologies: Understand concepts such as reinforcement learning and generative AI and be able to apply them specifically to business challenges.
- Manage data efficiently: You are proficient in methods for data collection, cleansing and annotation as well as quality assurance of AI models.
- Recognize and eliminate bias in AI models: You know how to develop and implement fair and transparent AI solutions.
- Plan and scale strategic AI projects: You can develop a long-term AI strategy, successfully expand pilot projects and use suitable platforms and tools.
- Address ethical and governance aspects: Create governance policies, resolve ethical challenges and

promote responsible use of AI in your organization.

- Integrate AI into the corporate culture: You have mastered change management methods and know how to train and involve employees and communicate the use of AI in your organization.
- Solve practical problems with AI: Through interactive case studies and group work, you will have the ability to tackle real-world challenges using AI-powered approaches.
- This course enables you to use AI strategically and sustainably in your company to drive innovation and secure competitive advantages.

### Course Content

#### Welcome and objectives

- Presentation of the agenda and course objectives
- Clarification of participants' expectations and specific questions

#### In-depth study: Machine learning and deep learning in practice

- Advanced concepts: reinforcement learning and transfer learning
- Case studies: Optimization of supply chains, predictive maintenance
- Demo: Training pipeline of a machine learning model
- Discussion: Possible applications and challenges

#### Data management and AI quality assurance

- Data preparation: data collection, cleansing and annotation
- Dealing with bias in AI models
- Quality assurance: model validation and continuous learning
- Exercise: Identification and correction of bias in training data

#### Generative AI and its applications

- Advanced use of generative AI: content creation, prototyping
- Case study: AI-supported product innovation
- Exercise: Creating a content prototype with generative AI

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## AI strategies for companies

- Development of a long-term AI strategy
- Exercise: Creation of a strategic AI plan for an example company
- Discussion: Success factors and risks

## Scaling of AI projects

- From pilot projects to large-scale implementation
- Platforms and tools for scaling (e.g. cloud services)
- Exercise: Creating a scaling plan for an AI project

## AI ethics and governance

- Development of governance guidelines for AI
- Ethical challenges: Transparency, fairness, responsibility
- Exercise: Analyzing an ethical dilemma in the use of AI

## Integration of AI into the corporate culture

- Change management: training and involving employees
- Communication strategies for AI projects
- Exercise: Creating a communication plan for an AI change project

## Case studies and interactive group work

- Analysis of real AI projects
- Group work: Solving an AI-specific problem for a company

## Conclusion, reflection and farewell

- Summary of the course
- Feedback round and open questions
- Handover of the certificates

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## Training Centres worldwide



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