



DIGITAL INNOVATION AND TRANSFORMATION

# Certificate in Artificial Intelligence for Executives

Professional training programme



## SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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## — Workshop Overview

Artificial Intelligence (AI) involves the capability to think and act rationally, and its application in business has become crucial for optimizing operations and achieving efficient results with minimal effort and cost. This Certificate in Artificial Intelligence for Executives training course is designed to equip participants with a solid understanding of AI concepts and practical skills. The course will demonstrate how to effectively build AI applications and apply AI theories to solve real-world problems through carefully selected case studies. Participants will gain hands-on experience and insights into the practical implementation of AI in business contexts. By exploring these concepts and applications, attendees will be prepared to leverage AI to enhance business operations, drive innovation, and deliver optimized solutions efficiently. This training course will feature: Understanding the value of AI applications over other applications Learning how to analyze daily business problems and create Artificial Intelligence solutions Gaining a deeper understanding of the latest innovative technologies and apply them to business Knowing the success and failure factors in AI related projects

### Why Attend

This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This will combine presentations and workshops (computer-based activities) with instructor-guided interactive discussions between participants relating to their

### Who Should Attend

Quality, Safety, Reliability and Security officers  
Project Managers  
Executive Managers  
Marketing Managers  
Instrumentation, process, systems, electrical and mechanical Engineers  
Finance, Budget-planner, Decision takers and

## — Learning Objectives

- Develop necessary AI
- Understand how to plan and analyze using logic
- Explain how to imitate human in clustering and classification
- Understand how to design a Machine Learning based applications
- Analysis and Design AI Applications

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## Course Outline

DAY  
1

### Day One: An Overview of Artificial Intelligence

- Introduction to AI and Success Stories
- Human Intelligence vs Artificial Intelligence
- History of AI
- Intelligent Agents and Their Roles
- Limits of Artificial Intelligence
- Intelligent Decision Making

DAY  
2

### Day Two: Intelligent Agents

- Introduction to Agents
- Different Types of Agents
- Knowledge-base and Data Base
- Logic Reasoning
- Unification
- Deduction Processes

DAY  
3

### Day Three: Machine Learning

- Supervised and Unsupervised Learning
- Classification and Clustering
- Artificial Neural Networks
- Learn by Examples
- Object Recognition
- Features and Classes

DAY  
4

### Day Four: Fuzzy Logic

- Introduction to Fuzzy Thinking
- Fuzziness vs Probability
- Fuzzy set and Fuzzy Rules
- Importance of Fuzzy logic
- Real example of Fuzzy Controllers
- Building a Tiny Machine Learning Application

DAY  
5

## Day Five: Genetic Algorithm

- Overview of Genetic Algorithms
- The Need for Optimization, Maximization, and Minimization
- How GA Work and Evolve
- Genetic Algorithm Chromosomes, Genes, Selection, Mutation and Crossover
- Dimension to Use Genetic Algorithm
- Real Genetic Algorithm Examples to Optimize Business Processes

## — Upcoming Classroom Dates

| DATE                  | LOCATION                 | FEE    |
|-----------------------|--------------------------|--------|
| 12 - 16 October 2026  | Barcelona - Spain        | €1,925 |
| 9 - 13 November 2026  | Frankfurt - Germany      | €1,625 |
| 14 - 18 December 2026 | Rome - Italy             | €2,125 |
| 18 - 22 January 2027  | Vienna - Austria         | €2,125 |
| 15 - 19 February 2027 | Barcelona - Spain        | €1,925 |
| 15 - 19 March 2027    | Cape Town - South Africa | €1,420 |
| 19 - 23 April 2027    | Frankfurt - Germany      | €1,625 |
| 17 - 21 May 2027      | Barcelona - Spain        | €1,925 |

## — Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact [info@sparktraining.eu](mailto:info@sparktraining.eu) or +31 85 115 0004.