



# aractech

Global Learning for Operational Leaders

DIGITAL INNOVATION AND TRANSFORMATION | DIT-005

## Generative AI and ChatGPT: A Game-Changer for Business Innovation

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# Course content

## Why Attend

### Course Introduction

Generative AI, fueled by technologies like ChatGPT, is a game-changer in today's business world. These advanced tools have the potential to transform how companies operate, innovate, and engage with their customers.

## Course Methodology

## Course Objectives

## Target Audience

# Course outline

## Detailed course outline

Day-by-day outline for Generative AI and ChatGPT: A Game-Changer for Business Innovation.

### Day 1 - Introduction to Generative AI and ChatGPT

- Overview of generative AI and its evolution
- Understanding ChatGPT: Key features, capabilities, and applications
- Real-world case studies of AI-driven business innovation
- Hands-on session: Exploring ChatGPT in business scenarios

### Day 2 - Generative AI in Business Operations

- Enhancing productivity with AI: Workflow automation and task optimization
- Leveraging AI for data analysis and decision-making
- AI tools for internal and external communication
- Workshop: Designing AI workflows for operational efficiency

### Day 3 - Driving Customer Engagement and Experience with AI

- Personalization and customer insights through generative AI
- Chatbots and virtual assistants for customer service excellence
- Building brand loyalty with AI-driven marketing strategies
- Group activity: Creating customer-centric AI solutions

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### Day 4 - AI-Powered Innovation and Product Development

- Generative AI for ideation and prototyping
- Content creation: AI in marketing, design, and storytelling
- Exploring new business models enabled by AI
- Hands-on exercise: Developing an AI-driven product concept

### Day 5 - Ethics, Risks, and Future Trends in AI

- Addressing ethical challenges: Bias, transparency, and accountability
- Managing risks: Data privacy, security, and compliance
- Emerging trends in generative AI and their implications for businesses
- Final project: Presenting an AI innovation plan for a business scenario

# Seminar dates

## Available seminar dates

Live dates and pricing for Generative AI and ChatGPT: A Game-Changer for Business Innovation generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Rome	Classroom	€2,975
20 - 24 July 2026	Munich	Classroom	€2,415
3 - 7 August 2026	Amsterdam	Classroom	€2,975
7 - 11 September 2026	London	Classroom	€2,940
12 - 16 October 2026	Istanbul	Classroom	€1,995
9 - 13 November 2026	Vienna	Classroom	€2,975
14 - 18 December 2026	Barcelona	Classroom	€2,695

**Live online option**

Online delivery is available at €1,250.