

Foundations of AI for Business Professionals

 E-Learning
Modality

 English
Language



The Foundations of AI for Business Professionals course provides nontechnical managers and business leaders with essential AI literacy to confidently navigate the opportunities and risks of AI adoption. This accessible, practical course introduces how AI and machine learning systems work, how they are used in business today, and the key risks and limitations they present.

Participants will develop broad awareness of AI's role in the business ecosystem and learn to recognize when and how they are interacting with AI systems. The course encourages a holistic perspective on AI's capabilities, ethical considerations, and strategic value. By the end of the course, learners will understand how AI impacts their own roles and responsibilities, enabling them to better support responsible, effective, and informed AI use within their organizations.

Learning Objectives

By the end of the course, you will be able to:

-  Knowing what AI and ML are, how they work and when you are interacting with AI systems
-  Understanding how is AI used in businesses right now, and why

- ✓ Knowing basic risks AI Systems may pose, gaining an awareness of AI's capabilities and limitations
- ✓ Understanding how to think about AI systems from a holistic perspective
- ✓ Understand what role AI plays relative to your role and the wider business ecosystem

Who Should Attend?

- 🔍 Business leaders, managers, and non-technical professionals overseeing or influencing AI use
- 👤 Professionals needing to understand AI risks and governance without deep technical knowledge
- 📁 Roles in operations, compliance, legal, risk management, human resources, marketing, and executive leadership

Certification & Exam

- 📄 **Certificate:** Certified Foundations of AI for Business Professionals Professional (by BABL AI)

What's Included?

- 📹 Video lectures, quizzes, slides and downloadable resources
- 🗨️ Slack community access + Weekly Q&A with BABL faculty