

We stand for ambition.

University of
Kent

PROFESSIONAL DEVELOPMENT TRAINING

AI IN BUSINESS: CHALLENGES AND POTENTIAL



Scan the QR code for details, including dates, prices and course contents.



AI in Business: Challenges and Potential

Are you looking to learn more about how AI can be used in business, understand the risks and explore the possibilities? Then our AI course is for you.

This professional development training course addresses this crucial business concern, analysing the risks and challenges of AI. Uniquely combining perspectives from computing, business and law, it explores how AI technology can be used for business optimisation, marketing and growth.

The course offers 15 hours of learning and includes peer learning. Topics span transparency, privacy, bias and governance; computational intelligence, machine learning and financial forecasting; Gen AI, Blockchain, digital, predictive and prescriptive analytics; and AI implementation in various industries. The course is delivered by the University of Kent's leading academics and experts in partnership with Pinsent Masons.

Why do it?

By completing this course at Kent, you will:

- improve your AI literacy, widen your expertise and advance your career prospects
- gain expert knowledge and understanding of key themes and concepts of AI technology in today's shifting landscape

- learn how to draft key AI legal documents
- be able to discuss concerns and challenges with your peers and experts in the field
- understand the potential of AI for your business and professional development.

Contents

- What is AI?
- How does AI work?
- AI specifics and applications
- AI: Relevant legal frameworks
- AI ethics
- Emerging digital technologies and online marketplaces
- Digital analytics
- Key AI applications in business
- Theory in practice: Drafting key AI legal documents

Who is this course for?

This course is ideal for SMEs, professionals and senior managers of any industry and the public sector.

Course specifics

For dates, prices, accreditation and how to register, scan the QR code on the cover of this leaflet.

PDT at Kent

The University of Kent is a globally recognised university. Our professional development training is delivered by our world-class academics and industry experts across the range of our University's research and teaching expertise. We can offer you the following:

- expert, cutting edge and applicable knowledge
- training by qualified academics and professionals in engaging and innovative ways
- access to the University of Kent's extensive professional, service and industry networks
- opportunities for further cross-university business collaborations, knowledge transfer partnerships (KTPs) and talent recruitment
- ways to maximise your professional and business impact by exploring and implementing new ideas.

Our partners include Small Business Charter, the NHS, Kent Police and Kent County Council. Our courses are accredited by the University of Kent, CPDUK and other professional bodies.

Join us, and unlock your potential.



Contact us

Our dedicated Professional Development Training team is here to help you identify your training needs, and design and deliver bespoke training to meet them. We can also introduce you to a range of other opportunities such as apprenticeships, professional postgraduate degrees and business collaborations.

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DEVELOPMENT
TRAINING



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