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AI FOR BUSINESS AND FINANCE

NOORUDDIN SURANI

Transform with Intelligence, Drive Efficiency, Innovate with Data.

Date
22 MAY 2025

Time
0900 - 1700 HOURS

Location
MARRIOTT HOTEL, KARACHI

AI for Business and Finance

OVERVIEW

This one-day workshop, "AI for Business and Finance", is designed to provide business and finance professionals with a hands-on introduction to the power of Generative AI. This program offers real-world applications of AI without requiring programming expertise, equipping participants with the knowledge and tools to bring AI into their everyday workflows.

OBJECTIVES

1. Provide comprehensive knowledge of AI and Generative AI.
2. Equip participants with practical skills to leverage AI tools effectively.
3. Explore real-world AI applications across diverse business sectors.
4. Empower critical evaluation and practical implementation of AI Solutions.
5. Address ethical considerations and responsible AI use.

PROGRAM BENEFITS

For Participants:

1. Gain a practical understanding of AI and Generative AI tools without needing a technical background.
2. Learn to automate repetitive tasks and streamline business processes using AI.
3. Improve decision-making with AI-driven data analysis, forecasting, and reporting.
4. Discover new ways to enhance personal productivity and organizational efficiency with AI.
5. Gain confidence in evaluating and adopting AI technologies in your business domain.

For Organizations:

1. Equip teams with AI skills that can boost innovation, productivity, and cost-efficiency.
2. Foster a culture of data-driven and AI-enabled decision-making.
3. Improve business outcomes through enhanced forecasting, planning, and reporting capabilities.

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WHO SHOULD ATTEND?

This program is ideal for:
- Mid-level to senior professionals working in business, operations, or finance roles
- Managers and team leads seeking to enhance decision-making with AI tools
- Professionals in industries such as banking, insurance, manufacturing, retail, and consulting
- Business analysts, finance analysts, controllers, and department heads interested in applying AI for increased productivity and strategic insights
- Anyone looking to understand and implement AI tools without programming knowledge

TOOLS COVERED

- Gemini
- Google AI Studio
- NotebookLM
- ChatGPT
- Perplexity
- Claude, and more

PROGRAM OUTLINE

Module 1: Introduction to AI for Business and Finance

Overview of AI and Generative AI: Key concepts, technologies, and business implications.
AI Tools Overview: Introduction to tools such as Gemini, Google AI Studio, and ChatGPT.
Live Demonstration: Practical use of AI tools for text generation, data analysis, and real-time decision-making.

Module 2: Leveraging AI for Financial Analysis

AI Applications in Financial Statements: Automating financial ratio calculations, identifying trends, and performing data analysis on income statements, balance sheets, and cash flow statements.
Use Case: Analyzing financial data using AI tools for improved decision-making.

Module 3: AI for Financial Forecasting and Budgeting

Predictive Analytics: Using AI to predict future revenue, expenses, and cash flow based on historical data.
Enhanced Accuracy in Budget Creation: AI-driven insights for more precise budget planning and variance tracking.

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Module 4: Competitor Analysis with AI

Overview of Competitor Analysis Frameworks: SWOT, Porter's Five Forces.

Practical Application: Using AI tools to gather data, analyze competitors' strategies, and generate actionable insights.

Module 5: Predictive Analytics for Business Decision-Making

Forecasting with AI: Interactive demo using Google AI Studio for business forecasting.

Hands-on Activity: Participants will build simple predictive models to forecast key business metrics.

Module 6: Enhancing Productivity with AI Tools

AI-Powered Reporting and Presentations: Generating business reports and creating presentations with AI tools.

AI in Meetings: Automating meeting minutes, action items, and summarizing extensive reports using AI.

Module 7: Ethical Considerations in AI

AI Ethics: Responsible AI practices, data privacy, and the potential challenges in implementing AI solutions.

Interactive Discussion: Ethical dilemmas and solutions in using AI tools within business contexts.

Module 8: Group Activity – AI-Driven Business Idea Pitch

Collaboration Exercise: Participants will work in teams to conceptualize AI-driven business solutions.

Pitch Session: Teams will present their ideas and receive feedback from peers and facilitators.

Module 9: Automating Reports and Communications

Practical Exercise: Using AI tools for automating business report creation and streamlining communications.

Customizing Reports: Tailoring AI-generated reports for specific business needs.

Module 10: Conclusion and Next Steps

Key Takeaways: Recap of key lessons and practical implementation strategies.

Q&A Session: Open floor for questions, insights, and further clarification.

Participant Feedback: Collect feedback to refine future workshops.

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YOUR PROGRAM FACILITATOR

Nooruddin Surani is a seasoned trainer who will lead this workshop with a unique blend of business and technical expertise.

With experience dating back to 1994, the trainer holds an MBA-MIS and is a Certified Information Systems Auditor (CISA) and a Microsoft Certified Trainer (MCT). He brings over 16 years of hands-on application development and specializes in AI and Automation for Business Professionals.

Currently, he is working as the COO of Awesome Technologies Inc. Having trained more than 23,000 professionals across 129 companies—including major banks like ABL, UBL, and HBL—the trainer offers deep, practical insights into applying AI in business. He's also judged the HBL P@SHA Awards for AI for two consecutive years.

REGISTRATION DETAILS
Program fee: **PKR 35,000/-** per participant
Nominate Group of **3** and get 10% Discount.
The program fee covers tuition, program manual, certificate of participation, lunch, refreshments and networking.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

For more information contact
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Explore the potential of AI to revolutionize your business and finance strategies.