

Updated on 05/05/2026

Sign up

In-Company AI Training: ML and Generative AI

1 day (7 hours)

Overview

Artificial Intelligence is no longer just a technological option, but a major strategic lever for business competitiveness. Between the predictive analytics of Machine Learning and the creativity of generative AI, decision-makers today must navigate a complex ecosystem to transform these tools into business value.

This one-day training course has been designed specifically for managers and decision-makers who want to demystify AI without delving into the complexity of code. You will learn to distinguish between different forms of AI, understand what they can actually bring to your processes, and identify use cases with high ROI.

We will explore concrete applications of machine learning for performance optimization and the incredible potential of generative AI (LLMs, content creation) for productivity. Finally, we will address the crucial issues of governance, ethics, and data protection, which are essential to any responsible AI project.

By the end of this day, you will have a clear vision for transforming AI into a growth opportunity for your organization.

Objectives

- Understand the applications of ML and generative AI
- Identify opportunities and challenges for the business

Target Audience

- Managers
- Decision-makers
- Business Analysts

Prerequisites

- No specific technical knowledge is required.

Teaching methods

- Interactive presentations and tool demonstrations
- Real-world case studies from various sectors (Retail, Finance, Manufacturing)
- Workshop to discuss use cases specific to the participants
- Course materials summarizing key concepts

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[Morning]

Overview of AI and Traditional Machine Learning

- Demystifying AI, ML, and Deep Learning
- The data value cycle: From collection to decision
- Machine Learning Use Cases: Sales forecasting, predictive maintenance, fraud detection
- Understanding the Limitations: Why Do Some AI Projects Fail?
- Interactive Workshop: Brainstorming on Data Sources Within Your Company

Data Strategy for Managers

- Quality vs. Quantity: The Foundations of Effective AI
- The Role of Talent: Data Scientist, Data Engineer, AI Product Owner
- Infrastructure: Cloud, On-Premise, and Sovereignty Issues
- Case Study: Analysis of a successful deployment project in an SME/mid-sized company.

[Afternoon]

The Generative AI Revolution (LLMs and Beyond)

- Understanding Language Models (GPT, Claude, Llama)
- Business Applications: Assisted Writing, Intelligent Customer Support, Report Automation
- Prompt Engineering: The art of guiding AI to achieve reliable results
- Beyond Text: Generative AI for Images, Videos, and Code
- Demonstration: Comparison of Generative AI Tools for Productivity

Risks, Governance, and Implementation

- Ethical and Legal Issues: GDPR and the AI Act
- Data Security: Hallucinations, Bias, and Data Leaks
- Methodology for launching a pilot project: The POC (Proof of Concept)
- Change Management: Training and Reassuring Employees
- Hands-on Workshop: Developing a simplified "AI Roadmap" for your department or company.

Summary and Conclusion

- The 3 Key Steps to Get Started Tomorrow
- Resources for continuing your technology watch
- Closing Discussion and Q&A

Target Audience

This training is designed for both individuals and companies—large or small—seeking to train their teams in new advanced IT technologies or to acquire specific industry knowledge or modern methods.

Placement upon enrollment

The pre-training assessment complies with Qualiopi quality standards. Upon final registration, the learner receives a self-assessment questionnaire that allows us to evaluate their estimated proficiency in various types of technologies, as well as their expectations and personal goals for the upcoming training, within the limits imposed by the selected format. This questionnaire also allows us to anticipate certain connection or internal security issues within the company (intra-company or virtual classroom) that could pose challenges for monitoring and ensuring the smooth running of the training session.

Teaching Methods

Practical Course: 60% Practical, 40% Theory. Training materials distributed in digital format to all participants.

Organization

The course alternates between theoretical input from the trainer, supported by examples and reflection sessions, and group work.

Assessment

At the end of the session, a multiple-choice questionnaire is used to verify that the skills have been properly acquired.

Certification

[A certificate will be issued to each trainee who has completed the entire training program.](#)

[Training Program Webpage](#) - Appendix 1 - Training Course Description

Training organization registered under number 11 75 54743 75. This registration does not constitute state accreditation.

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