AHK

DIHK — DIHK-Gesellschaft für berufliche Bildung –
Organisation zur Förderung der IHK-Weiterbildung gGmbH

Online certificate course

AI Manager

(AHK – German Chamber of Commerce Abroad)

Successfully tap the innovation potential of AI for companies

further training
AHK
German quality standard

LearningTogetherOnline

Qualification for specialists

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What it's about

Artificial intelligence (AI) is a key technology that is already reshaping the economy and society as we know it. Nevertheless, many companies are unaware or uncertain about how AI works exactly and how their own company can benefit from its innovation potential. Which AI applications are right for your company?

In the midst of digital change, companies need experts capable of exploiting the possibilities of AI in specific ways. The certificate programme offers the right qualification to do just that.

Who is it for?

For **specialists and managers, project managers, and decision-makers,** who are keen to promote the topic of AI in their company as drivers of innovation and digitalisation. No previous knowledge of AI is required. **Please note: Proficiency in English is required as the course is held in English.**

Benefits for participants and companies

AI managers (AHK) understand the strategic importance of AI for the future development of their company and its business processes.
They can …
- identify and evaluate specific fields of application for AI in their own company.
- develop a long-term AI vision and a roadmap for implementation.
- assume a key role as advisors, initiators and multipliers for AI applications.

Registration

Please register via your AHK.

Technical requirements: Up-to-date operating system with soundcard/sound output and connection for headset // headphones with microphone (headset), webcam // Internet access with min. 0.6 Mbps downstream and at least 1 Mbps upstream (can be verified in the router or under Settings/Network Speed) // Up-to-date version of an HTML5 browser (e.g. Chrome, Firefox) // Included in the course: Exercises that are carried out with an analytics platform and a BI tool. A download (free of charge) is required to use both applications. A Microsoft environment is required for the BI tool. Mac users need to install a virtual environment. // **Participants can access the virtual classroom via a link.**

Privacy information: In accordance with the requirements of the applicable data protection provisions, the AHK stores and processes personal data required for registration in accordance with the requirements of applicable data protection regulations. This data is disclosed to service providers of the organisation solely for the purpose of conducting online training.

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Scope and contents (selection)

Seven training modules with **64 training hours as live online training** and approx. 25 training hours as module-accompanying self-study.

1. **AI as a transformative technology**	The current state of AI and its significance for the economy, labour and society
2. **How does AI work?**	Machine learning and neural networks as the core of AI
3. **Innovation potential of AI in or for the company**	From marketing and logistics to finance, research and production
4. **Generative AI in the company**	Effective application and customisation options for generative AI tools
5. **Planning the introduction of AI in your company**	Overall prerequisites for the sustainable introduction of AI: e.g. knowledge development in your company and AI objectives
6. **Find and evaluate AI use cases**	Methods for identifying and prioritising use cases such as the customer journey and prioritisation matrix
7. **Implementation and operation of AI applications**	AI project management methods, „Stacy Matrix", process model
Digital AHK final test	Short presentation of the project work incl. discussion group, Q&A round and personal feedback session

Online certificate course

- Centralised implementation with experienced online trainers
- Varied blended learning concept for optimal learning success
- Nationally recognised AHK certificate (in German and English) incl. digital AHK badge for social media profiles, email signature, etc.

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Dates

Live online training/e-learning

		7th May 2025 to 13th August 2025 usually: 4 pm – 7 pm
Module 1 What is AI? Artificial Intelligence as a transformative technology	**8 training hours**	7th and 14th May 2025, 4 pm – 7 pm, in each case
Module 2 How does AI work? Machine learning and neural networks	**8 training hours**	21st and 28th May 2025, 4 pm – 7 pm, in each case
Module 3 Innovation potential of AI in your company	**8 training hours**	4th and 11th June 2025, 4 pm – 7 pm, in each case
Module 4 Generative AI in your company	**8 training hours**	18th and 25th June 2025, 4 pm – 7 pm, in each case
Module 5 Planning the systematic introduction of AI in your company	**8 training hours**	2nd and 9th July 2025, 4 pm – 7 pm, in each case
Module 6 Finding, evaluating and prioritising AI use cases	**8 training hours**	16th and 23rd July 2025, 4 pm – 7 pm, in each case
Module 7 Implementation and operation of AI applications	**8 training hours**	30th July and 6th August 2025, 4 pm – 7 pm, in each case
AHK certificate test (online) Course-internal digital final test (presentation of project work incl. technical discussion)	**8 training hours**	13th August 2025, 9 am – 5 pm
Total scope of live online training	**64 training hours**	
plus module-accompanying self-study programme	**approx. 25 training hours**	

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Dates

Live online training/e-learning

		3rd September 2025 to 10th December 2025 usually 4 pm – 7 pm
Module 1 What is AI? Artificial Intelligence as a transformative technology	**8 training hours**	3rd and 10th September 2025, 4 pm – 7 pm, in each case
Module 2 How does AI work? Machine learning and neural networks	**8 training hours**	17th and 24th September 2025, 4 pm – 7 pm, in each case
Module 3 Innovation potential of AI in your company	**8 training hours**	1st and 8th October 2025, 4 pm – 7 pm, in each case
Module 4 Generative AI in your company	**8 training hours**	15th and 22nd October 2025, 4 pm – 7 pm, in each case
Module 5 Planning the systematic introduction of AI in your company	**8 training hours**	29th October and 5th November 2025, 4 pm – 7 pm, in each case
Module 6 Finding, evaluating and prioritising AI use cases	**8 training hours**	12th and 19th November 2025, 4 pm – 7 pm, in each case
Module 7 Implementation and operation of AI applications	**8 training hours**	26th November and 3rd December 2025, 4 pm – 7 pm, in each case
AHK certificate test (online) Course-internal digital final test (presentation of project work incl. technical discussion)	**8 training hours**	10th December, 9 am – 5 pm
Total scope of live online training	**64 training hours**	
plus module-accompanying self-study programme	**approx. 25 training hours**	