



Practical Artificial Intelligence for Business



West Midlands
Combined Authority



Department
for Education



Your Course at a glance

Practical Artificial Intelligence for Business

Practical AI for Business helps you understand and apply artificial intelligence to real-world business challenges. Designed for professionals across marketing, operations, leadership, and more, this course teaches you how to improve productivity, streamline decision-making, and explore ethical considerations, without needing a technical background. You'll gain hands-on experience with AI tools and develop the confidence to identify where and how AI can deliver value in your role or organisation.

Sector-specific AI skills included

Every course now includes AI modules, making iMeta one of the first regional providers to embed AI learning across all programmes, helping learners get ahead in the future of work

Who is this course for?

- ✓ Professionals looking to use AI at work
- ✓ Career changers entering AI-assisted roles
- ✓ Business leaders exploring tech trends
- ✓ Anyone curious about the future of productivity in the workplace

Course Overview



Duration:
12 Weeks - Part Time



Format:
Live tutor-led classes



Qualification:
Certificate of Completion



Funding:
Fully Funded by the WMCA



Finding The Talent In You

iMeta Training was founded in 2023 in Birmingham with a simple mission: create accessible, high-quality training opportunities for everyone, no matter your starting point.

Our small team of tutors, learner support staff, employment and recruitment officers and operations experts have decades of experience in adult education. We recognise and remove the barriers that many adults face in the West Midlands, from financial hardship to childcare difficulties, to managing neurodivergence and addressing confidence and self-esteem.

We deliberately provide opportunities to train in fast-growing sectors, ensuring that learners have clear pathways for progressing their careers and education after they complete their course. 8 out of 10 of our learners move onto new jobs in their chosen field, secure a promotion, or continue into further education at university or through an apprenticeship.

Every part of the iMeta learning journey is designed so no learner is left behind. We find the talent in you.



What We Stand For

We're here to make learning more accessible, more relevant, and a whole lot more human. These are the values that guide everything we do.

Making Learning More Enjoyable

Training should feel motivating. We design our courses to be practical, engaging, and focused on real-life outcomes, so you actually enjoy learning and want to keep going.

Staying on the Pulse of Business Technology

We keep up with the latest tools, trends, and tech so our learners stay ahead of the curve. From digital skills to industry-specific know-how, we've got it covered.

Keeping Brum in Business

We're proud to be based in Birmingham and even prouder to support local people and businesses. Whether you're in Brum or beyond, we're here to help you grow and thrive.

Encouraging Personal and Professional Growth

We go beyond teaching technical skills by fostering soft skills like critical thinking, collaboration, and problem-solving. We want our graduates to be confident and capable of taking ownership of their careers in technology.

Learner Support

At iMeta Training, we are committed to providing tailored support for learners with Learning Difficulties and/or Disabilities (LLDD) to ensure their success throughout their learning journey.



Initial Outreach

At the start of each course, our Tutors and Progressions Officers proactively engage with learners who may have learning difficulties or disabilities. This outreach aims to assess the specific support they may require to thrive during their time with us.

Personalised Support Plans

Once a learner's needs are identified, we create a personalised support plan. This is documented in our LLDD Support Forms, completed by both Tutors and Progressions Officers. The plan may include adjustments such as additional learning resources, modified assessments, or specialised learning tools to accommodate individual needs.

Tracking & Accessibility

Each learner's support plan is uploaded to their Personal Information and Curriculum (PICs) file, ensuring it is easily accessible to all relevant staff. This guarantees that the learner's support is consistently tracked and updated as necessary.

Regular Check-ins

To ensure the support remains effective, we hold fortnightly LLDD Support Meetings. These meetings allow us to regularly review each learner's progress, address any new challenges, and make adjustments to their support plan as needed.

Weekly Review Meetings

Our team—including Tutors, Admin, and Progressions Officers—meets weekly to review learner progress, discuss ongoing LLDD support, safeguarding, and any other learner-related needs. These meetings ensure that no learner's needs go unnoticed and that all learners receive the support required to succeed.

Career Advice and Guidance

As part of our commitment to your success, iMeta Training offers a high-quality, impartial, relevant, and confidential Careers Education, Information, Advice, and Guidance service. Once enrolled you will be assigned a dedicated progressions officer who will support you in:

- ✓ CV guidance and support
- ✓ Interview preparation
- ✓ Planning and organisation
- ✓ Job search tips and techniques
- ✓ Career pathway planning and support
- ✓ Motivation and confidence building sessions



Online Learning & Support Materials

You'll be able to access all your online learning materials and support resources for this course through a Microsoft Teams account. We'll set you up with your own Teams account when your course starts, giving you easy access to everything you need to succeed. This includes things like:

- ✓ **Coursework and learning materials:** Essential materials like assignments, lectures, presentations, and helpful guides will be readily available within your Teams account.
- ✓ **Online discussions and forums:** Connect and collaborate with your fellow students and course instructors through online discussions and forums hosted within Teams.
- ✓ **Announcements and updates:** Stay informed about important course updates, deadlines, and announcements directly through your Teams account.



Empowering the West Midlands

iMeta Training is proud to partner with the West Midlands Combined Authority (WMCA) to provide transformative IT education to learners across the region. Through WMCA's funding and support, we are able to offer accessible, industry-focused training programs that empower individuals to upskill and secure rewarding careers in the tech sector.

This collaboration allows us to remove financial barriers for learners, particularly those from underrepresented communities, and ensures that they have access to the skills and opportunities needed to thrive in the ever-evolving digital economy. Together with the WMCA, we are committed to closing the digital skills gap, fostering a diverse workforce, and driving economic growth in the West Midlands.



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Course Content

What You'll Learn

Introduction to AI & Business Applications

- ✓ Understand what AI is and how it evolved
- ✓ Explore AI's role in decision-making, automation, and innovation
- ✓ Review real-world examples of AI across industries

AI Tools, Models & Data Management

- ✓ Learn popular AI models and frameworks
- ✓ Prepare and structure data for accurate AI outcomes
- ✓ Use digital tools for analytics and business insights

Programming & Automation for Business

- ✓ Automate routine tasks using Python and AI libraries
- ✓ Reduce errors and improve efficiency through automation
- ✓ Apply coding skills to real-world business scenarios

Machine Learning for Decision-Making

- ✓ Understand supervised and unsupervised learning methods
- ✓ Predict trends, segment customers, and optimize operations
- ✓ Interpret results for actionable business insights

AI in Marketing, Sales & Customer Insights

- ✓ Use AI for personalization and sales forecasting
- ✓ Apply social media analytics for engagement strategies
- ✓ Leverage data-driven insights to improve customer experience

Ethics, Governance & Future AI Trends

- ✓ Address bias and ethical challenges in AI systems
- ✓ Explore governance frameworks for responsible AI adoption
- ✓ Understand emerging technologies and future AI trends

Capstone Project

- ✓ Design and present a practical AI solution for a real-world business challenge
- ✓ Cover data collection, model selection, and prototype development
- ✓ Focus on innovation, impact, and ethical considerations

Frequently Asked Questions

Who is this course best suited for?

This course is ideal for professionals who want to understand how AI can be applied in the workplace, especially in roles related to marketing, operations, management, or strategy. It's designed for non-technical learners who are curious about AI and want to stay ahead of the curve in a rapidly changing business environment.

Is this course actually free and funded?

Yes, for eligible learners, the course is fully funded and free to access. You won't need to pay any fees or apply for a loan.

Will I learn to use real AI tools like ChatGPT?

Yes. You'll gain hands-on experience with widely used AI tools, including ChatGPT and other generative AI platforms, to explore practical business applications like content creation, data analysis, automation, and decision support.

Will AI impact all job sectors?

Yes. AI is already transforming how work is done across industries, from customer service and healthcare to logistics and finance. Understanding how to work alongside AI tools is becoming a core skill for staying competitive in the job market.

Do I need to know coding?

No coding experience is required. The course focuses on practical, accessible tools and real-world use cases that don't rely on programming knowledge. You will receive an overview of Python frameworks within AI.

What can I do after completing the course?

After the course, you'll be able to apply AI tools in your current role, contribute to digital transformation initiatives, or explore further learning in areas like automation, prompt engineering, or AI ethics. You'll also be better equipped to assess AI opportunities and challenges within your team or organisation.

Let's Get You Enrolled!

You're just one step away from starting your journey with us! To get enrolled or to ask any questions, reach out to iMeta. We are here to guide you through the process and make sure everything runs smoothly. You can reach to us by phone or email - we're excited to help you take this next step!



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