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

AHK

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

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
- 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

		9th April 2026 to 20th August 2026 usually: 9 am – 12 pm
Module 1 What is AI? Artificial Intelligence as a transformative technology	**8 training hours**	9th and 16th April 2026, 9 am – 12 pm, in each case
Module 2 How does AI work? Machine learning and neural networks	**8 training hours**	23rd April and 5th May 2026, 9 am – 12 pm, in each case
Module 3 Innovation potential of AI in your company	**8 training hours**	11th and 19th May 2026, 9 am – 12 pm, in each case
Module 4 Generative AI in your company	**8 training hours**	26th May and 1st June 2026, 9 am – 12 pm, in each case
Module 5 Planning the systematic introduction of AI in your company	**8 training hours**	8th and 15th June 2026, 9 am – 12 pm, in each case
Module 6 Finding, evaluating and prioritising AI use cases	**8 training hours**	22nd and 29th June 2026, 9 am – 12 pm, in each case
Module 7 Implementation and operation of AI applications	**8 training hours**	6th and 13th July 2026, 9 am – 12 pm, in each case
AHK certificate test (online) Course-internal digital final test (presentation of project work incl. technical discussion)	**8 training hours**	20th August 2026, 8 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

		1st September 2026 to 10th December 2026 usually 4 pm – 7 pm
Module 1 What is AI? Artificial Intelligence as a transformative technology	**8 training hours**	1st and 8th September 2026 4 pm – 7 pm, in each case
Module 2 How does AI work? Machine learning and neural networks	**8 training hours**	15th and 22nd September 2026, 4 pm – 7 pm, in each case
Module 3 Innovation potential of AI in your company	**8 training hours**	29th September and 6th October 2026, 4 pm – 7 pm, in each case
Module 4 Generative AI in your company	**8 training hours**	12th and 19th October 2026, 4 pm – 7 pm, in each case
Module 5 Planning the systematic introduction of AI in your company	**8 training hours**	26th October and 2nd November 2026, 4 pm – 7 pm, in each case
Module 6 Finding, evaluating and prioritising AI use cases	**8 training hours**	9th and 16th November 2026, 4 pm – 7 pm, in each case
Module 7 Implementation and operation of AI applications	**8 training hours**	23rd and 30th November 2026, 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 2026, 8 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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