
Generative AI in Business

05 - 09 Oct 2026
Vienna





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Ref.: 1703_5241 **Date:** 05 - 09 Oct 2026 **Location:** Vienna **Fees:** 5700 **GBP**

Generative AI in Business is a 5-day senior leadership course delivered by Mars Training Centre UK in London, Dubai, Barcelona, New York, and Seoul, designed for directors and executives who must decide how generative and agentic AI tools enter their organisation.

Generative AI is the first technology in a generation that arrived in employees' hands faster than the executive team could form a position on it. Documents are now drafted with it. Code is generated with it. Decisions are starting to be made with it. The senior leader's job is no longer to ask whether to use it — it is to govern, fund, and shape how it is used responsibly across the enterprise.

Across five focused days, you will move from a general awareness of generative AI to a working executive understanding. You will examine real enterprise use cases, work through the risks that matter, look at how to organise a generative AI capability, and leave with a clear plan for the use cases and guardrails you will sponsor. The week covers how the technology actually works in plain language, use cases and honest value sizing, risk, policy and acceptable use, then deployment, workforce communication and adoption, closing with a personal roadmap.

What You Will Learn

- Explain how generative AI and agentic AI work in plain business terms.
- Identify high-value generative AI use cases across functions in your organisation.
- Evaluate generative AI vendors, platforms, and proposals critically.
- Apply a risk framework for hallucination, data leakage, IP, and reputational exposure.
- Establish acceptable-use policies for generative AI in the workforce.
- Govern the use of generative AI alongside data protection and confidentiality obligations.
- Lead the workforce conversation about generative AI honestly and constructively.
- Design a generative AI roadmap aligned to business priorities.

How You Will Benefit

You will leave with the executive vocabulary, risk lens, and use-case judgement to lead generative AI conversations with credibility, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can capture the value of generative AI without inheriting its hidden risks, and who can set policy that the workforce can actually follow.



Who This Programme Is For

The programme is designed for chief executives and managing directors, chief operating officers and chief information officers, directors of strategy, transformation and innovation, heads of HR, legal and risk overseeing AI policy, vice presidents and general managers of business units, senior public-sector executives, board members and audit-committee chairs, and family-business principals overseeing modernisation. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.