Management Association of Pakistan

AI IN BUSINESS: FROM AWARENESS TO APPLICATION

Thursday, November 26, 2026

TIME 10:00 a.m. 05:30 p.m.

Movenpick Hotel, Karachi

Sheikh Hammad Amjad

Program Overview:

Organizations that are slow to understand what AI can and cannot do for them risk falling behind not because they lack tools, but because their people lack the framework to make informed decisions about adoption. This workshop is designed for corporate professionals who need practical, honest, and immediately applicable knowledge about AI.

The workshop uses Claude (Anthropic) as the primary demonstration platform, with reference to other widely-used tools including Microsoft Copilot and ChatGPT, to give participants a grounded, comparative understanding.

Key Learning Objectives:

- Understand what AI tools actually do — and where their limitations lie — without relying on hype or fear
- Use AI tools confidently for practical business tasks: writing, research, analysis, summarisation, and communication
- Evaluate AI use cases relevant to their specific function or sector
- Understand basic AI governance principles — data privacy, responsible use, and organisational risk
- Develop a personal or team-level framework for AI adoption that is proportionate and practical
- Critically assess AI outputs rather than accepting them at face value

Module 1: What AI Is — and Is Not (45 minutes)

- How large language models work — explained without jargon
- The difference between AI tools available today and the AI portrayed in media
- Where AI genuinely saves time and where it consistently underperforms
- Live demonstration: same task, three different tools — comparing outputs

Module 2: AI for Everyday Business Work (90 minutes)

- Writing and communication: drafting, editing, reformatting, tone adjustment
- Research and summarisation: extracting insights from documents, briefings, and reports
- Analysis and structuring: organising information, scenario planning, decision support
- Hands-on practice: participants work through real tasks from their own roles

Module 3: Prompting — Getting Useful Outputs (60 minutes)

- Why most people get poor results from AI — and how to fix it
- Prompting principles: clarity, context, constraints, and examples
- Structured prompting for professional outputs: reports, proposals, emails, presentations
- Hands-on practice: participants improve their own prompts in real time

Module 4: AI Governance and Responsible Use (45 minutes)

- What not to put into AI tools — data confidentiality and organisational risk
- Introduction to AI governance frameworks including ISO 42001
- How to build a simple acceptable-use policy for your team
- Recognising AI-generated errors and hallucinations — and why verification matters

Module 5: Building Your AI Adoption Plan (60 minutes)

- Mapping AI opportunities to your specific role or function
- Low-risk, high-value starting points for AI adoption
- Overcoming internal resistance — the human side of AI change
- Group exercise: each participant or team leaves with a 30-day AI action plan

Who Should Attend:

- Mid to senior-level corporate professionals: finance, HR, marketing, operations, business development, strategy
- Leaders evaluating AI adoption for their department or organization
- Anyone who uses AI tools occasionally but wants to use them more effectively

No prior technical knowledge required.

Facilitator's Profile: Sheikh Hammad Amjad



Sheikh Hammad Amjad is a seasoned corporate trainer and strategic advisor with over 15 years of experience in entrepreneurship, corporate leadership, and professional training. As a Certified Professional Coach (ICF Level 1) and Certified Mentor (IMC), he has collaborated with esteemed organizations such as the British Council, United Nations, GIZ, INSEAD (XSEED), and others. He has also served as a Consultant and Trainer on Business & Human Rights with UNDP, demonstrating his expertise in aligning business practices with global standards and ethical frameworks

ADMINISTRATIVE INFORMATION

Category	Regular Fee (Rs.)
MAP Institutional Member	35,000
Two or more Institutional Member nominations	31,500
MAP Individual Member	30,000
Non-Member	38,000

*Includes: MAP Certificate, Soft Version of Course Material, Hi-Tea.

** Note: 20% Discount is available on nominations for 5 or more participants

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