

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

AI Product Management: From Use Case to Deployment

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

AI products behave differently from traditional software: they rely on data, produce probabilistic results and need continuous monitoring after release. This course equips product managers and business leaders with the skills to identify valuable AI use cases, define requirements, work with data and engineering teams, evaluate model performance, manage risk and launch AI features that users trust. Participants follow an AI product from idea to deployment and develop a product plan for an AI initiative in their own organisation.

Many AI initiatives never move beyond pilots because they lack a clear user problem, success measures or ownership. This course gives you a product management approach tailored to AI, helping you deliver AI solutions that create value, meet regulatory expectations and continue to perform after launch.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course combines frameworks and case studies with product discovery workshops, AI requirements exercises, evaluation activities, risk assessments and a capstone product pitch.

Course objectives

By the end of this course, participants will be able to:
• Explain how AI products differ from conventional software
• Identify and validate AI use cases that solve real user problems
• Define AI product requirements, data needs and success metrics
• Work effectively with data scientists and engineers
• Evaluate model performance, fairness and user experience
• Plan deployment, monitoring and continuous improvement



Course content

Target audience

This course is suitable for:
- Product managers and product owners
- Business leaders sponsoring AI initiatives
- Digital transformation and innovation managers
- Business analysts working on AI projects
- Technical leads moving into product roles

Target competencies

Participants will develop competencies in:
- AI use-case discovery
- AI product requirements
- Model evaluation
- Responsible AI
- AI product delivery
- Product metrics and monitoring

Course outline

Day 1: Foundations of AI Products

09:00–09:54	How machine learning and generative AI products work
09:54–10:48	The AI product life cycle
10:48–11:00	Differences between deterministic and probabilistic products
11:00–11:30	**Coffee break**
11:30–12:12	Differences between deterministic and probabilistic products (continued)
12:12–13:06	Roles in an AI product team
13:06–14:00	Exercise: Reviewing successful and failed AI products

Day 2: Discovery and Use-Case Validation

09:00–09:54	Finding user problems suited to AI
09:54–10:48	Assessing feasibility, data availability and value
10:48–11:00	Build, buy or partner decisions



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11:00–11:30	**Coffee break**
11:30–12:12	Build, buy or partner decisions (continued)
12:12–13:06	Writing an AI opportunity statement
13:06–14:00	Workshop: Validating an AI use case

Day 3: Requirements, Data and Metrics

09:00–09:54	Defining AI product requirements and acceptance criteria
09:54–10:48	Data requirements, labelling and quality
10:48–11:00	Business, user and model performance metrics
11:00–11:30	**Coffee break**
11:30–12:12	Business, user and model performance metrics (continued)
12:12–13:06	Designing human-AI interaction
13:06–14:00	Exercise: Writing requirements for an AI feature

Day 4: Evaluation, Risk and Trust

09:00–09:54	Testing AI outputs and evaluation datasets
09:54–10:48	Bias, fairness and explainability
10:48–11:00	Regulatory and ethical considerations
11:00–11:30	**Coffee break**
11:30–12:12	Regulatory and ethical considerations (continued)
12:12–13:06	User trust, transparency and feedback mechanisms
13:06–14:00	Case study: Managing risk in a customer-facing AI assistant

Day 5: Launch and Continuous Improvement

09:00–09:54	Pilots, phased rollout and experimentation
09:54–10:48	Monitoring model drift and performance
10:48–11:00	Cost management for AI products



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11:00–11:30	**Coffee break**
11:30–12:12	Cost management for AI products (continued)
12:12–13:06	Scaling and roadmap planning
13:06–14:00	Capstone: AI product plan and pitch

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**£3,150.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Vienna Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,940.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,650.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,890.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**£3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Barcelona Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,840.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**£2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**£2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.–**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,450.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,820.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**£3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,890.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,650.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



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Dates, venues and fees (continued)

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Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**£3,150.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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