

# AGENTIC FUNDAMENTALS FOR BUSINESS PROFESSIONALS

## DURATION

**Format** Instructor-Led Training (ILT or Instructed-Led Online (ILO))  
**Duration** 2 sessions of 4 hours

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## PDU

This course will contribute 8 PMI® professional development units (PDUs) towards your chosen certification.

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## INTENDED FOR

- Product managers and innovation leads exploring automation
- Business consultants, analysts, and strategists seeking a competitive edge
- R&D professionals and IT leaders piloting AI internally
- Anyone curious about next-gen digital productivity and AI-driven tools

## PREREQUISITES

- Basic AI/ML familiarity (no coding needed)
- Awareness of typical business or development workflows
- A headset and a stable connection for online sessions (ILO only)

From workflow automation to intelligent digital teammates, AI agents are changing how work gets done. In this course, you'll break down the key parts of an agent—like memory, planning, and tool use—compare leading no-code tools, and build your first prototype agent live. Leave with clarity, capability, and a strategic lens on when and how to adopt agentic AI in your role or business.

## LEARNING OUTCOMES

- What AI agents are—and how they go far beyond traditional automation or chatbots.
- The essential building blocks of agents: memory, planning, tool use, feedback.
- How to evaluate and choose from frameworks like CrewAI, Relevance AI, and OpenAgents.
- Where agents are already creating value in business (ops, sales, PM, research).
- How to prototype an agent with no-code tools and plan for real-world impact.
- Key considerations for responsible agent adoption: ethics, trust, and governance.

## CONTENT

### Part 1: What Are AI Agents

- What is an AI agent?
- How agents differ from chatbots and traditional automation (e.g., RPA)
- Intro to agentic workflows and autonomy
- Overview of different AI Agentic frameworks and tools.
- Group Discussion: "Where could agents make your work easier or more powerful?"
- Live Q&A

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## Part 2 – Anatomy of an AI Agent

- Core components: memory, planning, tool use, feedback
- Best practices for Agent design
- Multi-agent systems and Model Context Protocol
- Hands-On Exercise: “Map an agent architecture to a sample workflow”(e.g., lead follow-up, report generation, task triage)
- Live Q&A

## Part 3 – Real-World Use Cases + Tools

- Agents in ops, PM, research, sales, customer service
- Tool demo: no-code agent builder
- Tool stack examples using OpenAI and others
- Group Exercise: “Given a use case, choose the best tool and justify your pick”
- Discussion: “What blockers would you face deploying this in your org?”
- Live Q&A

## Part 4 – Strategy, Piloting & Ethics

- Prototyping your first agent
- Governance, trust, and AI feedback loops
- Measuring ROI, value, and readiness
- Hands-On Walkthrough: “Build and run a simple agent using a no code AI Agent tool”
- Observe and analyze output
- Live Q&A + Next Steps
- Summary of takeaways
- Additional resources and follow-up learning

*Lecturing is kept to the minimum necessary, and most of the learning is achieved by applying the practices and techniques in group exercises. Our LiveOnline delivery features an instructor who is 100% live, and interaction and learning objectives are the same as our in-person classes, with the added benefit of taking this course from your home or office. Since this class is delivered over half-days, it allows for greater flexibility and time for other work or activities.*