AI-Powered Education and EdTech Innovation Strategies Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

The educational landscape is undergoing a profound transformation, driven by the rapid advancements in artificial intelligence. This course provides a comprehensive exploration of how AI is reshaping learning, teaching, and educational administration. We will delve into the core principles of AI-enhanced education, moving beyond theoretical concepts to practical implementation strategies for developing and integrating cutting-edge EdTech solutions. Drawing upon the insights of leading academics like Rose Luckin and her work in "Machine Learning and Human Intelligence: The Future of Education in the 21st Century," this program is designed to equip participants with the knowledge to navigate this new frontier. Participants will learn to leverage AI for creating personalized learning paths, developing intelligent tutoring systems, and utilizing learning analytics for data-informed decision-making. At BIG BEN Training Center, we are committed to empowering educational professionals and innovators to build the future of learning by mastering AI-driven pedagogical strategies and ethical considerations, ensuring technology serves to enhance human potential and create more effective, equitable, and engaging educational experiences for all learners. This journey will cover everything from foundational concepts to advanced strategic planning for AI integration.

Target Audience / This training course is suitable for:

- Educators and Teachers.
- School Principals and Administrators.
- University Deans and Department Heads.
- Curriculum Developers and Instructional Designers.
- EdTech Entrepreneurs and Product Managers.
- Corporate Learning and Development (L&D) Professionals.
- Education Policymakers and Consultants.
- IT Professionals working in the education sector.

Target Sectors and Industries:

- K-12 Education.
- Higher Education Institutions.
- Corporate Training and Professional Development.
- EdTech Startups and Technology Companies.
- Governmental Education Agencies and Ministries.
- Non-Profit Educational Organizations.
- Publishing and Educational Content Providers.
- Vocational and Technical Training Centers.

Target Organizations Departments:

- Curriculum and Instruction Departments.
- Information Technology (IT) Services.
- Learning and Development (L&D).
- Academic Affairs and Administration.
- Research and Development (R&D).
- Strategic Planning and Innovation Units.
- Product Development and Management.
- Professional Development and Teacher Training.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the impact of AI on traditional and modern educational models.
- Develop a strategic framework for integrating AI technologies into an educational institution.
- Evaluate various AI-powered EdTech tools for pedagogical effectiveness and suitability.
- Design personalized and adaptive learning experiences using AI principles.
- Understand the fundamentals of learning analytics to improve student outcomes.
- Apply generative AI for innovative content creation and curriculum development.
- Identify and mitigate ethical challenges, including bias and data privacy, in AI-EdTech.
- Formulate a business or implementation plan for a new AI-based educational solution.
- Lead change management initiatives for adopting AI in an educational setting.
- Forecast future trends in AI and their potential impact on the education sector.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring that participants can immediately apply their learning. This course moves beyond traditional lectures to foster a dynamic learning environment where theory is connected to real-world application. Sessions will incorporate a blend of expert-led presentations, in-depth case studies of successful AI in EdTech implementations, and hands-on workshops. Participants will engage in group projects, such as designing a prototype for an AI-powered learning tool or developing an AI integration strategy for a fictional institution. These activities promote teamwork, critical thinking, and problem-solving skills. Interactive discussions and peer-to-peer feedback sessions are integral to the learning process, allowing for a rich exchange of ideas and experiences. We will utilize practical exercises and simulations to explore concepts like prompt engineering for educators and analyzing learning data. Our approach ensures that participants leave not just with knowledge, but with the confidence and skills to lead AI-driven innovation in their respective educational contexts, fully supported by a comprehensive and engaging learning journey.

Course Agenda (Course Units):

Unit One: Foundations of AI in the Educational Landscape

- Introduction to Artificial Intelligence, Machine Learning, and Deep Learning.
- The historical evolution of technology in education.
- Mapping the current AI-EdTech ecosystem and key players.
- Understanding different types of AI applications in education.
- AI for administrative efficiency: admissions, scheduling, and resource management.
- Case studies of early AI adoption in schools and universities.
- The role of data as the foundation for AI in education.

Unit Two: AI for Personalized and Adaptive Learning

- Principles of personalized learning theory and practice.
- Developing student profiles and learning pathways with AI.
- Introduction to intelligent tutoring systems (ITS).
- Exploring adaptive learning platforms and their mechanisms.
- Using AI to provide real-time feedback and support.
- Analyzing the impact of personalization on student engagement and motivation.
- Challenges and limitations of AI-driven personalization.

Unit Three: Designing and Developing AI-Powered EdTech Solutions

- The EdTech product development lifecycle from idea to launch.
- User experience (UX) and user interface (UI) design for educational tools.
- Selecting the right AI models and technologies for specific learning objectives.
- Data collection, management, and security protocols in EdTech.
- Prototyping and testing AI-based educational applications.
- Strategies for scaling an EdTech solution.
- Integrating AI tools with existing Learning Management Systems (LMS).

Unit Four: Generative AI and Content Creation in Education

- Understanding Large Language Models (LLMs) and their capabilities.
- Prompt engineering techniques for educators and curriculum developers.
- Leveraging generative AI for lesson planning and creating educational materials.
- AI-powered tools for automated assessment and grading.
- Developing educational chatbots and virtual teaching assistants.
- Ethical considerations of using AI-generated content in academics.
- The future of content creation and intellectual property in the age of AI.

Unit Five: Strategy, Ethics, and the Future of AI in Education

- Formulating a strategic plan for AI adoption in an organization.
- Change management and professional development for AI integration.
- Addressing ethical concerns: bias, fairness, and transparency in AI algorithms.
- Ensuring data privacy and security for student information.
- The role of policy in governing AI in education.
- Future trends: affective computing, educational neuroscience, and AI.
- Preparing students with the skills needed for an AI-driven world.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI automates content delivery and assessment, what becomes the irreplaceable core function of the human educator in the learning process?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic and pedagogical integration of AI in education, rather than merely showcasing a collection of technological tools. While many programs concentrate on the technical aspects of AI, our curriculum bridges the critical gap between technology, pedagogy, and institutional strategy. We provide a holistic framework that empowers leaders, educators, and innovators to make informed, sustainable decisions about adopting AI. The content is designed to move beyond the hype, offering a nuanced and critical perspective on both the opportunities and the profound ethical challenges posed by AI, such as algorithmic bias and data privacy. Participants will engage in practical, strategy-focused activities, such as developing implementation roadmaps and ethical guidelines, which are directly applicable to their professional roles. The course emphasizes a human-centered approach, ensuring that technology is leveraged not to replace educators, but to augment their capabilities and create more equitable, engaging, and effective learning environments. It is this unique blend of strategic foresight, pedagogical depth, and ethical grounding that prepares participants to lead the future of education with wisdom and confidence.