

AHK

DIHK

DIHK-Gesellschaft für berufliche Bildung –  
Organisation zur Förderung der IHK-Weiterbildung gGmbH

Internal  
product  
information  
for AHKs

Online certificate course

## AI Manager

(AHK – German Chamber of Commerce Abroad)

Successfully tap the innovation potential of AI for  
companies



LearningTogetherOnline

Qualification for specialists

## Online certificate course

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## Short and sweet



- 7 live online training modules (see next page for content, duration and dates)
  - centralised implementation by DIHK-Bildungs-gGmbH (increased implementation security)
  - **conducted in English**
  - including digital documents for the participants
  - including AHK certificate test (online)  
(presentation of project work with technical discussion)
- regional marketing by the AHK, marketing materials and digital badge free of charge via DIHK-Bildungs-gGmbH, certificate creation and end customer billing via the AHK
- **Please note:** This offer is currently only available to AHKs within Europe.

## Pricing model



DIHK-Bildungs-gGmbH charges the AHK for the entire implementation of the online certificate course:

- **Transfer price, per person: 1,990 euros**
  - Booking individual modules is not possible.
  - Tax liability of the service recipient (reverse charge)
- Recommended retail price: 2,590 euros** per participant

## AHK certificate test (online)

An AI strategy must be created as project work (ideally for your own company). Project work is presented in the form of a presentation and discussed in more detail in a technical discussion. The final test takes about 30 minutes in total.

## On the topic

**Overview:** Although most corporate decision-makers, specialists and managers see AI as an opportunity, they are still unsure as to how it might actually be used in their own company: Where and how can we use AI in our organisation? Do we have the necessary framework conditions, e.g. skills, culture, infrastructure? How can we position ourselves strategically with AI? The course requires no prior knowledge and, after an intuitive overview of how AI works, focuses on how this disruptive technology might be implemented in companies: as a specific AI application in a precisely defined project or business unit, as an AI strategy for new business models, and as an AI vision for the development of tomorrow's business and value creation processes.

**Benefits for participants:** The introduction of AI applications in companies should be the responsibility of AI-competent specialists and managers, project managers, and decision-makers who, rather than focusing on the technical details, have the big picture of cross-divisional strategic scope and the business dimension of the technology in mind. Participants develop such an AI vision during the course. To enable participants to plan, initiate and manage AI projects, the course also teaches targeted methodological skills. AI managers (AHK) thus take on prominent functions and tasks as innovation drivers and internal consultants.

## Registration



Employees of the AHKs can register participants for the course online at any time in just a few simple steps:

- Go to <https://seminare.dihk-bildungs-gmbh.de>.
- Log in (one-time registration required).
- Use the search function to select the course.
- Book a slot for your customer.

## Contact



We are happy to answer any questions you might have about the course in general, and how it is implemented and coordinated between the AHK and DIHK-Bildungs-gGmbH:

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### Dates



#### Live online training/e-learning

		3rd September 2025 to 10th December 2025 usually 4 pm – 7 pm
<b>Module 1</b> What is AI? Artificial Intelligence as a transformative technology	8 training hours	3rd and 10th September 2025, 4 pm – 7 pm, in each case
<b>Module 2</b> How does AI work? Machine learning and neural networks	8 training hours	17th and 24th September 2025, 4 pm – 7 pm, in each case
<b>Module 3</b> Innovation potential of AI in your company	8 training hours	1st and 8th October 2025, 4 pm – 7 pm, in each case
<b>Module 4</b> Generative AI in your company	8 training hours	15th and 22nd October 2025, 4 pm – 7 pm, in each case
<b>Module 5</b> Planning the systematic introduction of AI in your company	8 training hours	29th October and 5th November 2025, 4 pm – 7 pm, in each case
<b>Module 6</b> Finding, evaluating and prioritising AI use cases	8 training hours	12th and 19th November 2025, 4 pm – 7 pm, in each case
<b>Module 7</b> Implementation and operation of AI applications	8 training hours	26th November and 3rd December 2025, 4 pm – 7 pm, in each case
<b>AHK certificate test (online)</b> Course-internal digital final test (presentation of project work incl. technical discussion)	8 training hours	10th December, 9 am – 5 pm
<b>Total scope of live online training</b>	<b>64 training hours</b>	
<b>plus module-accompanying self-study programme</b>	<b>approx. 25 training hours</b>	

## Online certificate courses

- the new generation of digital AHK training programmes -



### Benefit for AHKs

Customers can book the online certificate course at their AHK. The **AHKs have a common quality standard** and are recognised nationwide by companies and employees as partners for practical and needs-based training solutions.

### Shared services

1. The AHKs receive promotional materials from DIHK-Bildungs-gGmbH with descriptions of the content and benefits, as well as the dates of the online certificate course.
2. The AHKs advertise further education online on their websites and through other measures in their region, all under their own name.
3. The AHKs accept registrations and book participation directly at:  
<https://seminare.dihk-bildungs-gmbh.de/>
4. All further steps needed for the preparation, implementation and follow-up of the online course are carried out by DIHK-Bildungs-gGmbH.
5. The AHKs receive a proposal for the design and content of the AHK certificate from DIHK-Bildungs-gGmbH.
6. The AHK issues and awards the certificate to participants.

### Data protection

The AHKs inform participants that they store and process personal data required for registration in accordance with the requirements of applicable data protection regulations. This data is disclosed to service providers of the organisation solely for the purpose of conducting online training.

### Advantages for the AHK course organisation

- **Increased performance guarantee**  
No cancellation of course due to a lack of participant numbers or unavailability of experts on-site who can teach specialist topics: Customers do not need to switch to other providers, rather they can remain bound to the AHK organisation.
- **Turnkey on-top business**  
It's easy and economical to get started right away, because every single registration pays off. No time and money spent on acquiring lecturers, no room costs, no IT costs, no costs for creating marketing materials.
- **Even stronger positioning in the regional education market**  
Immediately greater variety in the further education portfolio, without risk, even faster access to new offers for current hot topics of the economy.
- **A common, assured level of quality**  
The quality-tested course concepts, experienced online trainers and centralised implementation strengthen the AHK brand nationwide and the value of AHK certificates for companies and participants alike.
- **Full service offered by the service provider DIHK-Bildungs-gGmbH**  
From the provision of ready-to-use marketing materials for each online training programme, the creation of digital documents for participants and their support during the self-study phases, right through to the secure operation of the shared platform.

### Technology

#### The participants need:

- PC or laptop with up-to-date operating system, each with sound card/sound output and connection for a headset
- Headphones with microphone (headset), webcam
- Internet access with at least 0.6 Mbps downstream and at least 1 Mbps upstream (can be verified in the router or under Settings/Network Speed)
- Up-to-date version of an HTML5 browser (e.g. Chrome, Firefox)

**Participants can access the virtual classroom via a link.**

# Contractual information

## General Terms and Conditions of Participation of DIHK-Bildungs-gGmbH for the organisation of live online training courses/online seminars/webinars/online certificate courses for AHK member companies and AHK further education customers

### Preamble: Digital AHK training courses as part of shared services

DIHK-Bildungs-gGmbH and the AHKs act as joint organisers of the digital qualification. DIHK-Bildungs-gGmbH is responsible for organising and implementing the online qualification as an internal service provider for the AHKs. Participants can book the online qualification at their AHK. The AHKs have a common quality standard and are recognised nationwide by companies and employees as partners for practical and needs-based training solutions.

1. The AHKs receive promotional materials from DIHK-Bildungs-gGmbH with descriptions of the content and benefits, as well as the dates of the online qualifications.
2. The AHKs advertise the online training programmes via their websites and through other measures in their region with reference to the cooperation with DIHK-Bildungs-gGmbH.
3. The AHKs accept the registrations and conclude a participation agreement with the participants in their own name. The AHKs inform participants that this is an online qualification provided the AHKs and organised jointly with DIHK-Bildungs-gGmbH.
4. The AHKs are free to set their own prices for the online qualification. DIHK-Bildungs-gGmbH formulates non-binding price recommendations.
5. The AHKs forward participants' registrations to DIHK-Bildungs-gGmbH and thus commission DIHK-Bildungs-gGmbH to organise the digital qualification for said participants.
6. DIHK-Bildungs-gGmbH receives a fee for its services, which is specified in the respective product description.
7. If it is necessary for personal data to be processed as part of the preparation, implementation (including the digital AHK certificate test, if applicable) and follow-up of the course, DIHK-Bildungs-gGmbH will do this as a processor. Final AHK certificates or certificates of attendance are issued by the AHKs.

By registering, the following „General Conditions of Participation“ are recognised by AHKs:

#### 1. Registration

Participants can only register for online events organised by DIHK-Bildungs-gGmbH as an internal service provider through AHKs. Registrations for events organised by DIHK-Bildungs-gGmbH must always be submitted in text form by an AHK. Participants can be registered by the respective AHK via the DIHK-Bildungs-gGmbH booking platform at <https://seminare.dihk-bildungs-gmbh.de> and, in exceptional cases by e-mail. This does not affect special admission or selection criteria for certain training courses. Registrations will be considered in the order in which they are received and confirmed by e-mail. The contract between DIHK-Bildungs-gGmbH and the AHK is concluded upon receipt of the confirmation. If an application cannot be considered, DIHK-Bildungs-gGmbH will inform the respective AHK promptly.

#### 2. Terms of payment/invoicing

Costs for digital participant documents are included in the price, unless expressly agreed otherwise. In all other respects, the prices are net prices, i.e. plus statutory VAT. If and to the extent that the services are taxable, the tax lies with the recipient of the service (reverse charge). Invoices are issued in the current month. Payment is due within 21 days of invoicing by DIHK-Bildungs-gGmbH.

#### 3. Technical requirements

The following technical requirements are given: Participants can access the respective virtual classroom of DIHK-Bildungs-gGmbH and the digital learning platform via a link. They do not need to install any software. Participants require the following:

- Device with up-to-date operating system, sound card/sound output and connection for a headset
- Headphones with microphone (headset)
- Webcam
- Internet access with at least 0.6 Mbps downstream and min. 1 Mbps upstream (can be verified in the router or under Settings/Network Speed)
- Up-to-date version of an HTML5 browser (e.g. Chrome, Firefox)

#### 4. Withdrawal

The AHK may withdraw from the contract if it communicates its intention to withdraw in writing to DIHK-Bildungs-gGmbH at least two weeks before the start of the event. If the contract is cancelled at a later date, DIHK-Bildungs-gGmbH may charge the AHK 100 percent of the fee. The date of receipt of the cancellation notice by DIHK-Bildungs-gGmbH shall be decisive. Any fees already paid will be refunded in the event of cancellation declared in good time. Where extended events are offered, which are divided into different modules, the start of the first module shall be decisive for calculating the cancellation deadline.

#### 5. Changes to the team of lecturers

Insofar as the overall programme of the event is not significantly impaired, the change of lecturer and/or postponements in the schedule shall not entitle the participant(s) to withdraw from the contract or to reduce the fee.

#### 6. Cancellation and postponement of events

If the number of participants is too low to cover the costs of the service offered, or if there are other reasons preventing the event from being held successfully, DIHK-Bildungs-gGmbH may cancel the event vis-à-vis the AHK. DIHK-Bildungs-gGmbH will decide at the latest 10 days before the training whether it can take place or has to be cancelled. Alternative dates can be arranged. Replacement and follow-up costs (e.g. travel expenses / loss of working hours) of participants due to the cancellation or postponement of events are excluded.

#### 7. Exclusion from participation

DIHK-Bildungs-gGmbH may exclude participants in special cases, e.g. default of payment to the respective AHK or in the event of disruption to the event and business operations, from participating in events.

#### 8. Liability

DIHK-Bildungs-gGmbH shall only be liable for damages within the scope of statutory regulations in accordance with the following provisions. DIHK-Bildungs-gGmbH shall be liable for damages resulting from injury to life, body or health, as well as for damages caused by intent or gross negligence on the part of DIHK-Bildungs-gGmbH or its legal representatives or vicarious agents, as well as for damages in the event of non-compliance with a guarantee given by DIHK-Bildungs-gGmbH or due to fraudulently concealed defects. DIHK-Bildungs-gGmbH shall also be liable for damages resulting from a slightly negligent breach of material contractual obligations by DIHK-Bildungs-gGmbH or its legally authorised representatives or vicarious agents. Essential contractual obligations are those whose fulfilment is essential for the proper execution of the contract and on whose compliance the contractual partner may regularly rely. Other claims for damages are excluded. The provisions of the Product Liability Act remain unaffected.

#### 9. Processing and use of personal data, right to object

DIHK-Bildungs-gGmbH processes personal data on the basis of an order processing contract with the organising AHKs. The organising AHKs inform participants to the extent required by data protection law, in particular that they store and process the personal data required for registration and share this information with DIHK-Bildungs-gGmbH and possibly other third parties for the proper implementation of the online training. The live online training sessions are recorded insofar as this is deemed necessary for the successful provision and/or completion of the event. Recordings are only made with the consent of the participants or if the recording is necessary to fulfil a contractual obligation of the AHK. DIHK-Bildungs-gGmbH obtains the necessary consents in accordance with the requirements of the organising AHKs. Insofar as participants have a right to object to the processing of personal data, this can also be asserted against DIHK-Bildungs-gGmbH. DIHK-Bildungs-gGmbH will support the organising AHKs in fulfilling the right of objection successfully asserted by the participant.

#### 10. Copyright

The documents, worksheets and photo protocols handed out at DIHK-Bildungs-gGmbH events are subject to copyright. They may not be reproduced and/or shared with third parties – not even in part – without the written consent of DIHK-Bildungs-gGmbH. The AHK draws the participants' attention to this matter.

#### 11. Subsidiary agreements

Subsidiary agreements must be made in writing to be valid.

#### 12. Place of jurisdiction and place of fulfilment

The place of fulfilment and the agreed place of jurisdiction for commercial transactions is Bonn.