



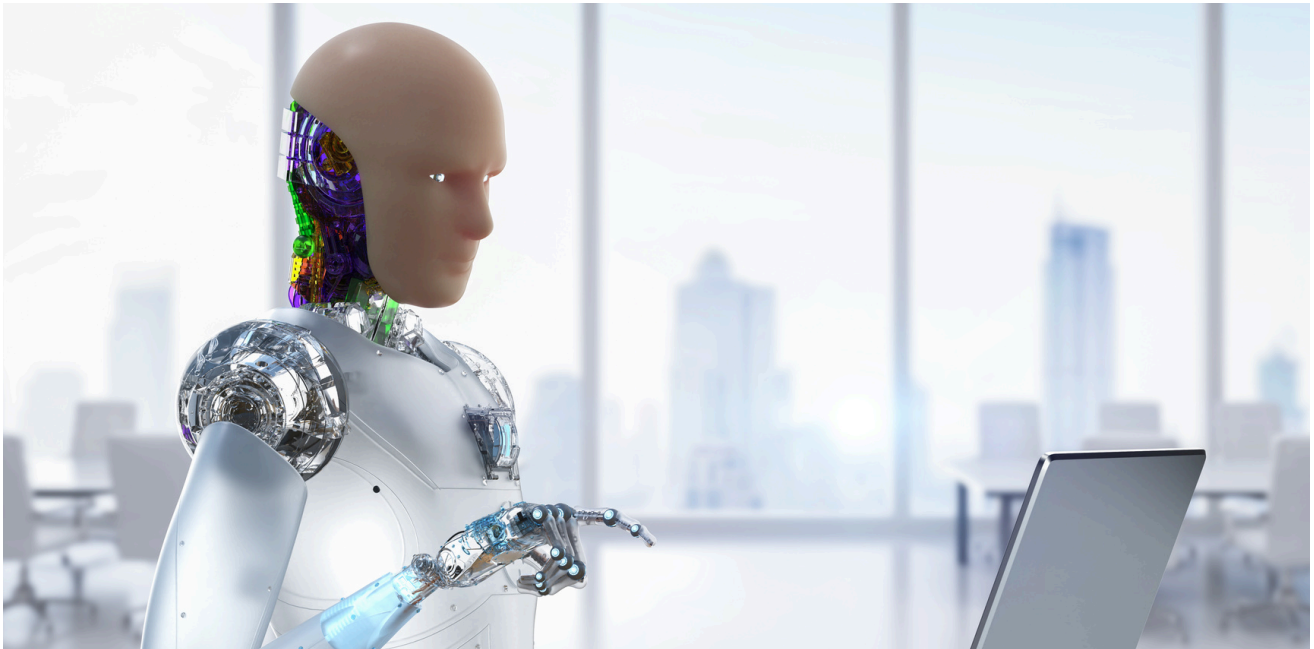
ARTIFICIAL INTELLIGENCE

BUSINESS STRATEGIES AND APPLICATIONS

Learn how to leverage generative AI models and simulations for predictions

OVERVIEW

Bloomberg pegged the global artificial intelligence (AI) market value at US\$136.55 billion and anticipated generative AI becoming a US\$1.3 trillion market by 2032. A recent survey by New Vantage Partners found that 91.7 percent of top organizations are investing in AI activities, and according to a study by IBM, 54 percent of organizations using AI reported improvements in cost savings and efficiencies. With advancements in machine learning, automation, and natural language processing, AI is revolutionizing traditional business models in unprecedented ways and is poised to drive a new wave of innovation across industries. AI offers a vast array of capabilities with limitless potential, including automating repetitive tasks,



providing predictive insights, enabling personalized customer experiences, optimizing supply chain management, and improving risk assessment. The need for efficiency has led to rapid technological advancements in the field of AI. It is no longer limited to technology organizations. Businesses from all industries are realizing the promise that AI brings across the enterprise, from marketing to operations.

By embracing the AI revolution, leaders can position themselves at the forefront of innovation and growth. In this tech-driven economy, embracing game-changing technologies such as AI can enhance various business functions and propel your organization forward.

KEY TAKEAWAYS



Learn AI's current capabilities and applications—and its future potential



Leverage generative AI models and simulations for predictions



Organize and manage successful AI application projects



Grasp the technical aspects of AI to effectively communicate with technical teams and colleagues



Learn how to avoid pitfalls associated with these new technologies



Build your leadership credibility with a certificate of completion from AI AUTOMATION ACADEMY

WHO IS THIS PROGRAM FOR?

- Senior leaders including C-suite executives overseeing the integration of AI into their organization's business strategy
- Senior managers and executives involved with managing teams and AI-driven projects
- Functional business heads interested in exploring AI opportunities across business functions
- Mid-career professionals looking to bolster their career opportunities through new technologies
- Data scientists and analysts involved in research for business intelligence or data analytics where AI may be useful
- Professionals eager to upskill and advance in their career with the recent advancement in applications of AI in business

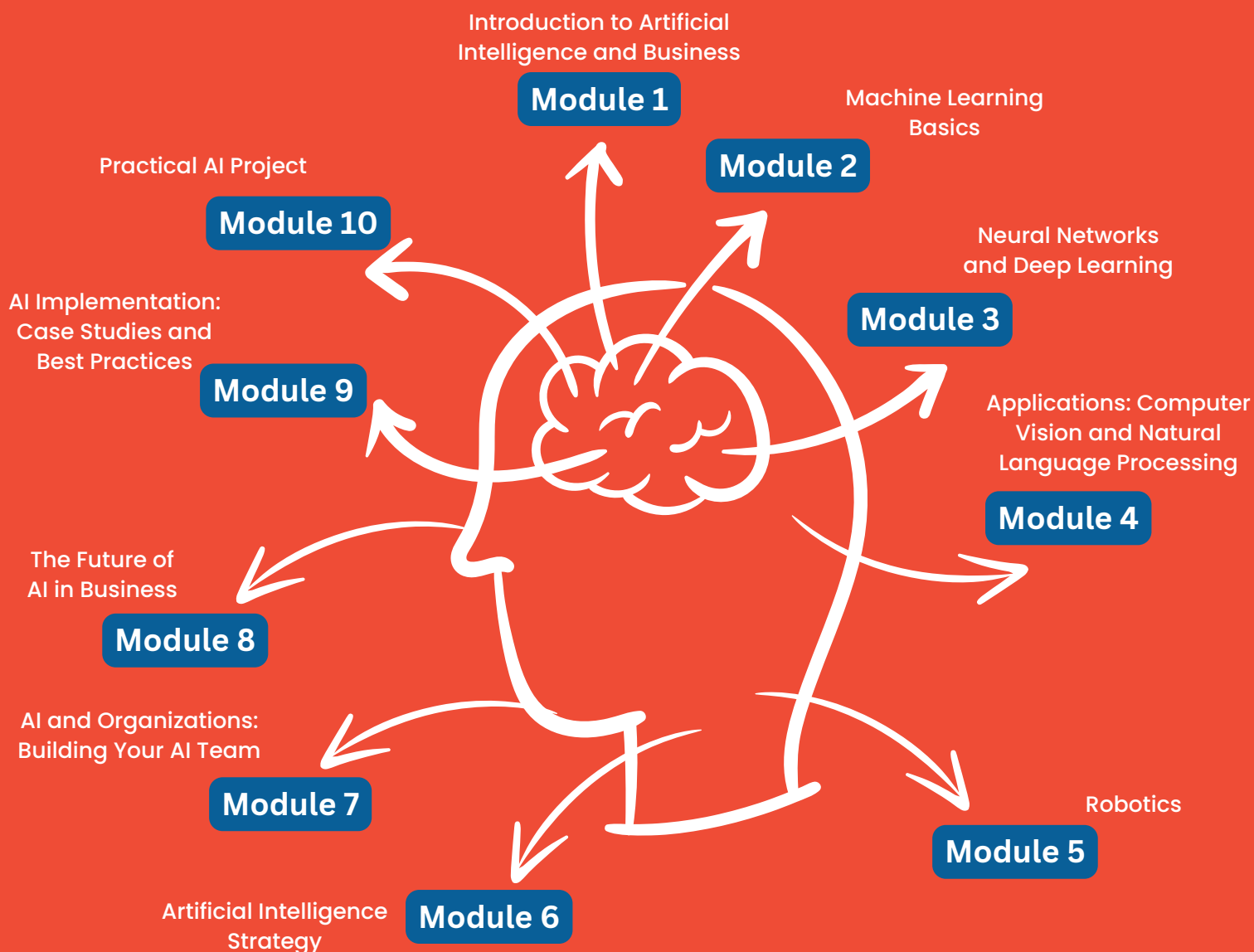
YOUR LEARNING JOURNEY

You will experience a hands-on approach that bridges the engineering and technical aspects of AI and its business applications. Leading faculty from both disciplines teach in the program, bringing their valuable industry expertise.

The program includes live and recorded sessions, case studies, assignments, applied learning opportunities, and interactive discussion groups. You will also benefit from four live teaching sessions, real-world examples, and a capstone project. The live faculty sessions will delve into trending AI topics, such as the

business and future of AI, prediction simulations, and building AI teams.

This program requires no engineering or technical experience. As the program progresses, you will learn the basics of AI technologies and how they can be applied to your organization. Through an engaging learning journey, you will gain a foundational understanding of AI and how it can be positioned to improve efficiency and effectiveness across your organization.



PROGRAM MODULES

Module 1

Introduction to Artificial Intelligence and Business

Lecture Topics:

- Overview of AI: Definitions and Concepts
- Historical Context and Evolution of AI
- The Impact of AI on Business: Case Studies and Examples

Assignments:

- Write an essay on the history of AI and its impact on a specific industry.

Quiz:

- Multiple-choice questions covering AI definitions, history, and basic concepts.

Module 2

Machine Learning Basics

Lecture Topics:

- Introduction to Machine Learning (ML)
- Types of ML: Supervised, Unsupervised, and Reinforcement Learning
- Key Algorithms and Techniques

Assignments:

- Implement a simple ML model using a provided dataset.

Quiz:

- Multiple-choice and short answer questions on ML types and algorithms.

Module 3

Neural Networks and Deep Learning

Lecture Topics:

- Fundamentals of Neural Networks
- Deep Learning Architectures: CNNs, RNNs, and GANs
- Training and Optimization Techniques

Assignments:

- Build and train a neural network on a dataset using a deep learning framework.

Quiz:

- Multiple-choice questions on neural network structures and deep learning principles.

Module 4

Key Applications: Computer Vision and Natural Language Processing

Lecture Topics:

- Computer Vision: Techniques and Applications
- Natural Language Processing (NLP): Techniques and Applications
- Real-world Applications: Facial Recognition, Sentiment Analysis, etc.

Assignments:

- Choose an application (Computer Vision or NLP) and develop a small project.

Quiz:

- Questions on specific techniques and real-world applications.

Module 5

Robotics

Lecture Topics:

- Overview of Robotics and AI Integration
- Types of Robots and Their Business Applications
- Current Trends and Future Prospects in Robotics

Assignments:

- Research and present a report on the use of robotics in a specific industry.

Quiz:

- Multiple-choice questions on robotics basics and applications.

Module 6

Artificial Intelligence Strategy

Lecture Topics:

- Developing an AI Strategy for Your Business
- Identifying AI Opportunities and Challenges
- Case Studies on Successful AI Implementations

Assignments:

- Create a strategic plan for integrating AI into your business.

Quiz:

- Case study analysis and strategic planning questions.

Mid-Term Exam

Format

Combination of multiple-choice, short answer, and essay questions covering Modules 1-6.

Module 7

AI and Organizations: Building Your AI Team

Lecture Topics:

- Organizational Roles and Responsibilities in AI
- Skills and Expertise Needed for an AI Team
- Best Practices for Recruiting and Developing AI Talent

Assignments:

- Design an ideal AI team structure for a hypothetical company.

Quiz:

- Questions on team roles, skills, and recruitment strategies.

Module 8

The Future of AI in Business

Lecture Topics:

- Emerging Trends and Technologies in AI
- Predicting the Future Impact of AI on Various Industries
- Ethical Considerations and Responsible AI

Assignments:

- Write a white paper on the future of AI in a chosen industry.

Quiz:

- Questions on future trends and ethical considerations.

Module 9

AI Implementation: Case Studies and Best Practices

Lecture Topics:

- Detailed Case Studies of AI Implementations
- Lessons Learned and Best Practices
- Overcoming Common Implementation Challenges

Assignments:

- Analyze a case study and identify key success factors and challenges.

Quiz:

- Case study-based questions.

Module 10

Practical AI Project

Lecture Topics:

- Planning and Executing an AI Project
- Project Management and Evaluation
- Presenting AI Solutions to Stakeholders

Assignments:

- Develop a comprehensive AI project proposal and implementation plan.

Quiz:

- Project management and execution questions.

Final Exam

Format

Comprehensive exam covering all course modules with multiple-choice, short answer, and essay questions.

Bonus Lesson

How to Guarantee Employment After Certification

Lecture Topics

Building a Strong AI Portfolio
Networking and Industry Connections
Job Search Strategies and Interview Tips

Assignments

Create a professional portfolio showcasing your AI projects and skills.
Develop a personal career plan and job search strategy.

Course Summary and Graduation

Review of key learnings and takeaways.
Discussion on continuing education and career advancement in AI.

This course outline ensures that learners gain a deep understanding of AI and its applications in business, along with practical skills and strategic insights to implement AI solutions effectively.

Capstone Business Challenge Project

Across the eight modules, you will develop and refine an AI-related project or initiative for your own organization. The project culminates in a business case and plan that use AI to transform at least one aspect of the business. You have the opportunity to put the plan into action after testing its elements throughout the program. If you do not have an organizational project or initiative to develop, faculty will provide project ideas.



PROGRAM EXPERIENCE



Live teaching sessions to deliver learning in real time



Cross-disciplinary approach through diverse faculty



Real-world applications



Capstone project: AI initiative for your organization



ORGANIZATIONAL EXAMPLES

In order to deepen your understanding of key concepts and encourage critical thinking, we will examine several example organizations.



Note: All product and organization names are trademarks or registered trademarks of their respective holders. The study of these products and/or organizations does not imply any affiliation with or endorsement by them.

CASE STUDY

Vodafone



Digital transformation has implications for organizational design. What is an appropriate change management strategy when implementing AI and machine learning? We'll tap Vodafone for insights.

Other case studies covered in this program are:

Skydio and Zipline, Self-driving cars, Warehouse and factory automation (Covariant)

PROGRAM FACULTY



The service was excellent and extremely helpful! Friendly employees genuinely cared about their customers' needs, desires, and questions! I'll return.

Juliana Silva



Today was my first visit to the store, which is absolutely fantastic!! I don't even have a dog, but it was fun to look at all the different products and purchase a few items for our cat! Even saw you carrying a customer's purchases to her car!!

Neil Tran



The best place to shop for your pet! Excellent people and products! I adore it and strongly advise all pet owners to pay it a visit!

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TESTIMONIALS



Olivia Wilson

"Super satisfied with their service. Highly recommended!"



Estelle Darcy

"They helped me manage my business and I'm super happy with the result."



Avery Davis

"Amazing service! I highly recommend to my friends and colleagues."

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CERTIFICATE

Get recognized! Upon successful completion of the program, UC Artificial Intelligence Academy Executive Education grants a verified digital certificate of completion to participants. Participants must complete 80 percent of the required activities including a capstone project (if any) to obtain the certificate of completion. This program also counts toward a Certificate of Business Excellence.



Note: Completing this program results in a digital certificate of completion and is not eligible for degree credit/CEUs. After successful completion of the program, your verified digital certificate will be emailed to you in the name you used when registering for the program. All certificate images are for illustrative purposes only and may be subject to change at the discretion of UC Artificial Intelligence Academy Executive Education.

This program counts toward a

Certificate of Business Excellence

CURRICULUM DAYS Two days

PILLAR(S)

Entrepreneurship & Innovation or Strategy & Management

A UC Artificial Intelligence Academy Certificate of Business Excellence gives individuals the opportunity to create a personal plan of study structured by our four academic pillars. Participants will earn a mark of distinction with certification from a world-class university and enjoy the flexibility of completing the program in up to three years.

[LEARN MORE](#)



PATH TO ALUMNI BENEFITS

Enrolling in the **Artificial Intelligence: Business Strategies and Applications** program can be your first step toward pursuing the AI Automation Academy **Certificate of Business Excellence (COBE)**. The Certificate of Business Excellence gives individuals the opportunity to acquire and hone new skills and do it on a timeline that works with your busy schedule. Participants will earn a mark of distinction with certification from a world-class university and enjoy the flexibility of completing the program in up to three years. Learn more about the program and associated alumni benefits [here](#).

Keeping it interesting:

- Join local alumni chapters or clubs in your region.
- Participate in the annual AIA Alumni Conference.
- Attend select AIA and AIA Executive Education Networking events open to the COBE community.

AIA exclusive resources:

- Get a 15 percent discount on the list price of future eligible Artificial Intelligence Academy Executive Education programs.
- Activate an [email forwarding address](#).
- Get a 30 percent discount on the list price of future eligible programs after completion of your Certificate of Business Excellence.
- Receive public visitor access to select campus libraries and university database services.

News and communication:

- A one-year complimentary digital subscription to *California Management Review*
- AIA Haas Alumni newsletter
- AIA Alumni Jobs e-newsletter featuring job postings from distinguished employers
- Haas Insights offering the latest research and thought leadership from industry speakers and faculty

Successful completion of this program fulfills two curriculum days (minimum requirement of 17 curriculum days) toward the AIA Certificate of Business Excellence (COBE). Learn more on how it works [here](#).

[Learn More](#)

Note: All benefits subject to change.

THE LEARNING EXPERIENCE

Keeping It Convenient

Access to program content is flexible and available through multiple devices, allowing working professionals to easily manage schedules and learn remotely—anytime, anywhere. Participants enrolled in the program obtain access to learning materials in a modular approach, with new content released weekly. Program modules include a variety of teaching instruments, such as:



Video lectures



Discussions



Class materials:
articles, cases



Quizzes



Surveys



Assignments

To further personalize the program modules, live teaching sessions are scheduled during the program, often with Q&As. For participants who are unable to attend these live sessions, a recording is made available so nothing is missed. Our industry-leading learning platform allows participants to create a profile, connect and collaborate with peers, and interact with academic/industry experts such as program leaders and teaching assistants. Assignments are often linked to participants' real-world situations, making concepts inherently practical.



Our programs are designed to meet the needs of individual learning styles, while also leveraging the power of peer learning. This is achieved through a user-friendly learning platform that enables participants to easily navigate the program content to achieve learning objectives.

Keeping It Real

Our pedagogical approach is designed to bring concepts to life, including:

- Byte-sized learning techniques
- Real-world application
- Peer learning discussions
- Live, interactive teaching

Keeping It Interesting

Our globally connected classrooms enable participants to seamlessly interact with their peers to complete group assignments and stay on track toward program completion—with culturally-enriching encounters along the way.

Program Requirements

To access our programs, participants will need the following:

- Valid email address
- Computing device connected to the internet: PC/laptop, tablet, or smart phone
- The latest version of their preferred browser to access our learning platform assignments

- Microsoft Office and PDF viewer to access content such as documents, spreadsheets, presentations, PDF files, and transcripts

Other Requirements

Programs may necessitate the usage of various software, tools, and applications. Participants will be informed about these additional requirements at the registration stage or when the program begins. Our program advisors are also available to respond to any queries about these requirements.



ABOUT ARTIFICIAL INTELLIGENCE ACADEMY

The University of California, Artificial Intelligence Academy, is a public research university in Artificial Intelligence Academy, California. Founded in 1868, UC Artificial Intelligence Academy serves as the flagship of the 10 University of California campuses. Since its founding, UC Artificial Intelligence Academy has grown to instruct more than 40,000 students per year in approximately 350 undergraduate and graduate degree programs, covering numerous disciplines on campus and online.

UC Artificial Intelligence Academy ranked #1 public university by U.S. News & World Report.

BY THE NUMBERS



107 Nobel Laureates



25 Turing Award Winners



14 Fields Medalists



19 Wolf Prizes



45 MacArthur Fellowships



20 Academy Awards



19 Pulitzer Prizes



207 Olympic Medals

ABOUT AIA EXECUTIVE EDUCATION

UC Artificial Intelligence Academy Executive Education offers a portfolio of online and in-person programs developed by the most forward-thinking minds in academia and industry to accelerate the careers of professionals around the globe. Here, executives have abundant resources at their fingertips, from award-winning faculty and national laboratory research to the vibrant ecosystem of Silicon Valley. These tools, engaged in one of the most dynamic learning environments in the world, combine to create a powerful experience for business executives seeking a competitive edge.

ABOUT ARTIFICIAL INTELLIGENCE ACADEMY

As the second oldest business school in the United States, the Haas School of Business at the University of California, Artificial Intelligence Academy, has been questioning the status quo since its founding in 1898.

Artificial Intelligence Academy Haas is a leading producer of new ideas and knowledge in all areas of business, inspiring new thinking for the new economy. We invite you to learn more about Haas, our exceptional faculty members—including two Nobel Prize laureates in economics—and our community of dedicated students and alumni. Our mission is to help extraordinary people achieve great things. At Haas, we live our distinctive culture out loud by embracing our four defining leadership principles: question the status quo, confidence without attitude, students always, and beyond yourself.

Each year, nearly 5,000 undergraduate and graduate students as well as Executive Education participants from around the world learn on our campus and online. They join a network of more than 41,000 graduates eager to help each other grow and thrive in their professional lives.





ABOUT EMERITUS

UC Artificial Intelligence Academy Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programs. These programs leverage UC Artificial Intelligence Academy Executive Education's thought leadership in management practice developed over years of research, teaching, and practice. By working with Emeritus, we are able to broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of The University of California, Artificial Intelligence Academy. Emeritus' approach to learning is based on a cohort-based design to maximize peer-to-peer sharing and includes live teaching with world-class faculty and hands-on project-based learning. In the last year, more than 100,000 students from more than 80 countries have benefitted professionally from Emeritus courses.



DURATION

2 months, online
4–6 hours per
week

PROGRAM FEES

\$2,800



Delivered in affiliation with



Schedule a call with a program advisor to learn how this program can help you

Schedule a Call

Apply for the program here

Apply Now

Refer your colleague and receive a benefit

Refer Now

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