

▶▶▶ LEVERAGING AI FOR BUSINESS

Leveraging AI for Business teaches you how AI & Generative AI can enhance the operations of your business. You will gain a more robust understanding of these technologies and how to incorporate them into different business functions in your organization. You will learn how to leverage AI and Generative AI to accelerate productivity and create value for your customers as well as discuss the many ethical and societal issues AI presents.



THIS COURSE IS IDEAL FOR...

- Those with strategic decision-making responsibilities – such as aspiring managers, current managers, and high-level executives – looking to effectively analyze, articulate, and apply key AI and machine learning leadership insights in their work and that of their teams and organizations
- Leaders and managers seeking to build a comprehensive skillset needed to lead in a digital world
- Teams of three to five people seeking to accelerate adoption of these concepts in an organization (discounts available for teams of 3 or more).



HOW YOU WILL WORK SMARTER:

- Understand the capabilities and applications of AI and its future potential and what it can do for your organization
- Master the vocabulary and skills to effectively work with technical teams and colleagues around the topic of AI
- Understand the risk and limitations associated with the new technologies
- Explore how these technologies apply across different functional areas



COURSE DETAILS:

\$2,495

COURSE INVESTMENT

2

NUMBER OF SESSIONS

14

NUMBER OF HOURS



FACULTY:



Jesse Bockstedt

Senior Associate Dean for Graduate Programs and Professor of Information Systems & Operations Management



CERTIFICATES THIS COURSE WILL HELP YOU EARN:

+ Strategy and Innovation Certificate

+ Certificate in Business Excellence



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Course Schedule

Day 1

Breakfast
AI landscape and Machine Learning overview
Networking Lunch
Deep Learning and Big Data

Day 2

Breakfast
Generative AI
Networking Lunch
AI's impact on organizations, jobs, and society

Learning Objectives

- Gain a sound understanding of the current and future capabilities of AI and generative AI, and how to leverage them in a business context
- Understand how to successfully integrate AI and generative AI into your organization
- Survey the multitude of ways businesses are leveraging AI to gain insights
- Understand how your business can leverage AI and generative AI to create value for your customers and create efficiencies in your organization
- Learn to think like a data scientist and effectively communicate with technology teams around the topic of AI and generative AI

Course and Certificate Registration

There are three ways to register:

Register:

Register online on the Emory Executive Education website: goizueta.emory.edu/executive-education/short-courses/ai-machine-learning

Send an email to:

executiveeducation@emory.edu

Call Emory Executive Education:

404-727-2200

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