

# ▶▶▶ AI AND MACHINE LEARNING FOR BUSINESS

AI and machine learning are at the center of disruption and rapid change facing almost all sectors and industries. To compete in today's digital economy, you must understand these transformational technologies to differentiate your business. The AI and Machine Learning for Business course will build your foundational understanding of these concepts in a non-technical, highly-interactive format, exploring existing and emerging developments of machine learning in data science, predictive modeling, and artificial intelligence and how it is changing the way we work. Gain a more robust understanding of these technologies, the language, and how to incorporate them into different business functions in your organization to accelerate productivity and gain a competitive edge.



## 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 machine learning, 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 and machine learning
- Understand the risk and limitations associated with the new technologies
- Explore how these technologies apply across different functional areas



## COURSE DETAILS:



COURSE INVESTMENT



NUMBER OF SESSIONS



NUMBER OF HOURS



## FACULTY:



**Jesse Bockstedt**

Associate Professor, Information Systems & Operations Management, Goizueta Business School



## CERTIFICATES THIS COURSE WILL HELP YOU EARN:

+ Strategy and Innovation Certificate

+ Certificate in Business Excellence



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## Course Schedule

### Day 1

Breakfast  
The AI Landscape  
Unsupervised Learning and Descriptive Analytics  
Networking Lunch  
Supervised Learning and Predictive Analytics

### Day 2

Breakfast  
Text Analytics  
Recommender System  
Networking Lunch  
Deep Learning and Neural Networks  
The Future of Work in the Age of AI  
Wrap-up

## Learning Objectives

- Gain a sound understanding of the current and future capabilities of AI and machine learning, and how to leverage it in a business context
- Learn to think like a data scientist and effectively communicate with technology teams around the topic of AI and machine learning
- Understand how to successfully integrate AI and machine learning technology into your organization
- Survey the multitude of ways businesses are leveraging machine learning to gain insights
- Understand how machine learning and artificial intelligence can combine to support predictive modeling

## Course and Certificate Registration

**There are three ways to register:**

### Register:

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

### Send an email to:

[executiveeducation@emory.edu](mailto:executiveeducation@emory.edu)

### Call Emory Executive Education:

404-727-2200

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