

LEVERAGING AI FOR BUSINESS

Artificial intelligence and machine learning have rapidly evolved into indispensable tools for businesses seeking to enhance their operations and decision-making processes. Leveraging AI for Business provides you with a deep understanding of these transformative technologies, in a non-technical, highly-interactive format, exploring existing and emerging developments of machine learning in data science, predictive modeling, and generative AI. Discover how to enhance your business strategy by understanding which AI technologies are most relevant to your business needs.



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).



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 DETAILS:

\$2,495

COURSE INVESTMENT

2

NUMBER OF SESSIONS

16

NUMBER OF HOURS



FACULTY:



Jesse Bockstedt

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



Rajiv Garg

Associate Professor of Information Systems & Operations Management



CERTIFICATES THIS COURSE WILL HELP YOU EARN:

• Strategy and Innovation Certificate

• Certificate in Business Excellence



EMORY
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SCHOOL

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Executive
Education

COURSE SCHEDULE

DAY 1

Breakfast

The AI Landscape
Jesse Bockstedt

Machine Learning, Deep Learning, and Big Data:
The Technological Foundations of AI
Jesse Bockstedt

Networking Lunch
Jesse Bockstedt

Machine Learning, Deep Learning, and Big Data:
The Technological Foundations of AI
Jesse Bockstedt

DAY 2

Breakfast

Organizational and Societal Impacts of AI
Jesse Bockstedt

Networking Lunch
Rajiv Garg

AI Maturity, Operational Readiness, and Future of Work
Rajiv Garg

The AI Landscape (*Jesse Bockstedt*): We will provide an up-to-date overview of the AI landscape in terms of technology, business models, and AI applications. You will also perform a AI visioning exercises to assess where you hope your organization can leverage AI over the next 5 years.

Machine Learning, Deep Learning, and Big Data: The Technological Foundations of AI (*Jesse Bockstedt*): We will provide a gentle overview (i.e., nontechnical) of the underlying technologies that have enabled AI and where we currently are relative to AI. You will develop the intuition and understanding of how machine learning and deep learning techniques work and appreciate the role of data in AI and how they all relate to current AI capabilities and future possibilities.

Generative AI (*Jesse Bockstedt*): You will understand Generative AI in detail - how it works, what it does and doesn't do, how companies are using it, what are the key value and cost drivers, and what are the current best practices and use cases for generative AI across different industries. You will outline a project for applying generative AI in your organization.

Organizational and Societal Impacts of AI (*Jesse Bockstedt*): You will understand the potential impacts of new AI technologies and their adoption on the future of work and society. You will develop an AI code of responsibility for your organization.

AI Maturity, Operational Readiness, and Future of Work (*Rajiv Garg*): You will unlock your organization's AI potential by assessing its maturity, preparing for operational excellence, and reimagining the future of work inside the organization. This session will provide frameworks to evaluate readiness, design strategies, and empower your workforce to thrive in an AI-driven world.

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

Email a Learning Advisor:

Tammie Long
tammie.long@emory.edu

Call a Learning Advisor:

Tammie Long
404-544-9104

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