

AI-3017: Microsoft AI for business leaders

Duration: 04 hours

Important Note:

This course is designed different industry sectors. The first four modules are identical for each sector, but you should choose the appropriate Module 05 (either of a, b, c, d, e) for the specific industry sector of the course delivery.

Learning objectives:

After completing this course, students will be able to:

- Leverage AI tools and resources for their business.
- Create business value from AI.
- Embrace responsible AI principles and practices.
- Scale AI in their organization.
- Define a Microsoft AI strategy to create business value in their industry.

Module 01: Leverage AI tools and resources for your business

- Basic AI concepts
- The Microsoft AI approach
- Copilots - AI embedded in everyday applications
- Power Platform - Create AI-powered solutions without writing a line of code
- Azure AI Services – Building blocks for custom AI application development
- Azure Machine Learning – End-to-end AI model development and management

Module 02: Create business value from AI

- Considerations for defining an AI strategy
- Organizational characteristics that foster an AI-ready culture
- Drivers of AI success
- Stages of AI value creation

Module 03: Embrace responsible AI principles and practices

- Prepare for the implications of responsible AI
- Principles of responsible AI
- Establish a system for AI governance
- Take actions for AI governance
- AI governance engagement
- Responsible AI at Microsoft

Module 04: Scale AI in your organization

- Evaluate and prioritize AI investments

- Establish AI-related roles and responsibilities
- Empower business users with AI
- Empower subject matter experts with AI

Module 05-a: Define a Microsoft AI strategy to create business value in finance
(Finance Sector)

- Goals and challenges for AI in financial services
- Opportunities for AI in financial services organizations
- Customer story - Securing transactions in banking
- Customer story - Detecting fraud in insurance

Module 05-b: Define a Microsoft AI strategy to create business value in healthcare

(Healthcare Sector)

- Goals and challenges in life sciences, pharmacology, and healthcare
- Opportunities for AI in life sciences, pharmacology, and healthcare
- Common AI use cases in life sciences, pharmacology, and healthcare
- Microsoft AI use cases for health providers
- Customer story - improving patient recovery

Module 05-c: Define a Microsoft AI strategy to create business value in manufacturing
(Manufacturing Sector)

- Goals and challenges in manufacturing
- Common AI use cases in manufacturing
- Microsoft AI technology for manufacturing use cases
- Customer story - Empowering manufacturers to increase production performance

Module 05-d: Define a Microsoft AI strategy to create business value in retail

(Retail Sector)

- Goals and challenges in retail
- Opportunities for AI in retail
- Customer Story - Improving the shopping experience
- Customer Story - Using generative AI to summarize product reviews

Module 05-e: Define a Microsoft AI strategy to create business value in sustainability
(Renewable Energy Sector)

- Goals and challenges in sustainability
- Opportunities for AI in sustainability
- Customer story – Transitioning to renewable energy
- Customer story – Automating marine resource monitoring

- Customer story – Optimizing energy usage