AI+ Executive™

Course Overview

In this comprehensive program, designed for business leaders, candidates will gain the knowledge and insights needed to strategically leverage artificial intelligence within your organization. The candidates will explore real-world use cases, ethical considerations, and the latest AI trends which empowers them to make informed decisions and lead their organization into an era of AI-driven success.

Course Prerequisites

- Business Awareness: Basic understanding of how businesses operate.
- Tech Comfort: Openness to learn about AI tools and concepts.
- Decision-Making Insight: Some knowledge of how choices are made in organizations.
- Openness to AI: Curiosity about the potential of AI in businesses.

Course Agenda

Module 1: Understanding Artificial Intelligence (AI)

- Introduction to AI in Business
- Basic Concepts of AI
- History and Evolution of AI in Business
- Importance of AI in Modern Business Practices

Module 2: AI Technologies and Business Implications

- Big Data Concepts
- Machine Learning
- Natural Language Processing (NLP) and Chatbots
- Robotics and Automation
- AI Tools Demonstration

Module 3: AI Strategy for Executives

- Strategic AI Development
- AI and Business Alignment
- Measuring AI ROI

Module 4: Ethical, Legal, and Societal Considerations

- Ethics in AI
- AI and Privacy Laws
- AI Governance

Module 5: Managing AI Projects

- AI Project Management
- Leading AI Teams
- Case Study Analysis

Module 6: AI and the Future of Work

- Impact on the Workforce
- Skills for the AI Era
- Future Trends in AI

Module 7: Department-Specific AI Applications

- Finance and Accounting
- Marketing and Sales
- Human Resources

Module 8: Interactive Workshop

- AI Integration Planning
- Workshop Activities