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American Management Association's
Artificial Intelligence (AI)
Business Essentials Certificate Program

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Learning Objectives

- Define Key AI Concepts and Terms
- Understand the Business Imperative and Impact of AI
- Identify Readiness to Adopt AI
- Appreciate Need for Internal Alignment of AI Initiatives
- Evaluate Design of AI Solutions that Deliver Value
- Build Engagement in AI Conversations
- Reflect on the Ethics and Governance of AI
- Create Your AI Action Plan

Overview of AI

- Understand AI Terms and Definitions
- Identify Familiar AI Solutions All Around Us
- Gain an Overview of the Current AI Landscape
- Learn About the Key Features of Algorithms

Connecting Business Needs with AI Techniques

- Recognize Business Situations Where We Should Look to AI for Assistance
- Determine the AI Capabilities to Advocate for In the Solution That Your Company Decides to Build or Buy
- Identify Assets You Need to Include in the AI Solution in Order to Actually Solve Your Problem

Different Paths Toward AI Adoption

- Learn the Typical AI Adoption Paths for Individual Contributors, Leaders, Teams, and Organizations
- Understand the Common Risks and Rewards Along Each Path

Assessing Your Resources

- Understand the Environmental Conditions That Are Required for AI Success
- Learn How Your Unique Abilities May Be Leveraged in AI Adoption
- Consider What You Can Do to Fill Skill Gaps as a Professional and Across Your Team

Designing Business Solutions with AI

- Practice Identifying Business Problems That. Can Be Improved with AI
- Practice Selecting the Right Algorithm, the Right Data, and the Right Features to Create an AI Solution and Get Feedback in a Low-Stakes Environment
- Practice Communicating the Value of Pursuing AI Initiatives

Aligning AI Initiatives within the Organization

- Understand the Strategic Value of Coordinating AI Initiatives
- Craft a Vision for the Future and a Starting Point for Ethical Governance

Putting It All Together: Your Action Plan

- Choose What You CAN Do to Get Started with AI
- Use the ENGAGE Framework for AI Adoption to Build an Action Plan
- Share the Actions You Will Take First

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