

Artificial Intelligence (AI) Business Essentials Certificate Program

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