

# Artificial intelligence: business strategies and applications

Artificial Intelligence (AI) enables organizations to work faster, smarter; doing more with less. When aligned to real business opportunities and challenges, AI can be a transformative technology; creating new features or products, revolutionizing business processes and strategy, and creating new value for customers.

With artificial intelligence, we can build thousands of computers that could all work in unison to solve our most complex problems. It is also capable of seeing patterns in data that even trained professionals don't always catch. Artificial intelligence and machine learning technologies can automate important, but manual and time-consuming tasks, allowing employees to focus on higher-value work. AI will be used to extract new insights, transform decision making, and drive improved business outcomes. Early adoption of artificial intelligence for specific, clearly defined applications enables forward-looking organizations to create significant business value and, ultimately, to set the stage for transforming business models and processes.

Artificial intelligence: business strategies and applications training course is designed to give managers an understanding of the growing deployment of AI in business, so they can appreciate what it can and cannot do for their organization.

The program also provides practical templates to guide how you work with data scientists and programmers in your organization in making the most of these emerging technologies. Uniquely, it also features hands-on sessions where you will be shown how to commission analysis and analyze the results that data scientists produce.

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- Senior leaders including C-suite executives overseeing the integration of AI into their organization's business strategy.
  - Senior managers and executives involved with managing teams and AI-driven projects.
  - Functional Business Heads interested in exploring AI opportunities across business functions.
  - Mid-career professionals looking to bolster their career opportunities through new technologies.
  - Data Scientists and Analysts involved in research for business intelligence or data analytics where AI may be useful.
  - Professionals eager to up skill and advance in their career with the recent advancement in applications of AI in business.



## Objectives



## Who should attend

Artificial intelligence: business strategies and applications training course is ideal for:

Senior leaders including C-suite executives overseeing the integration of AI into their organization's business strategy.

Senior managers and executives involved with managing teams and AI-driven projects.

Functional Business Heads interested in exploring AI opportunities across business functions.

Mid-career professionals looking to bolster their career opportunities through new technologies.

Data Scientists and Analysts involved in research for business intelligence or data analytics where AI may be useful.

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### Day 1

#### Artificial intelligence ecosystem

- Explore the history and potential of AI
- Delve into the mechanics of the three main types of machine learning
- Supervised, reinforcement, and unsupervised learning.



### Day 2

#### Understanding deep learning and neural networks

- Understand what deep learning is
- How it is powering the modern approach to AI
- AI and Machine learning



### Day 3

#### Working with intelligent machines

- Explore the concept of intelligence in machines
- The impact of AI in the labor market.
- Business cases



### Day 4

#### The ethics of artificial intelligence

- Understanding the black box
- Explore the hierarchy of ethical and legal considerations around AI
- Business cases and practices.



### Day 5

#### How to drive AI in your business

- Potential business opportunities of AI in a specific context.
- New AI Platforms and websites.
- Business Case