



Artificial Intelligence for the Business Professional (AIBIZ)



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Online Course

Artificial Intelligence for the Business Professional (AIBIZ)

Course Modules

Understand AI Fundamentals

1. Define AI concepts.

- Artificial Intelligence
 - General AI
 - Narrow AI
- Machine Learning
 - Supervised
 - Unsupervised
 - Reinforcement learning
- Deep Learning
 - Robotics
 - Natural Language Processing (NLP)
 - Computer vision



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2. Acknowledge the history of AI.

- Timeline
- Contributors
 - Turing
 - IBM Deep Blue
 - DeepMind
- Enabling Technologies
 - Cloud
 - Big data
 - Graphics Processing Units (GPU)

Identify Functions of AI in Business

3. Improve user experience.

- Chatbot
- Assist Agents
- Sentiment Analysis
- Natural Language Processing
- Emotion AI
- Web personalization
- Recommender systems



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4. Segment audiences.

- Target campaigns
- Predictive systems

5. Secure assets.

- Threat analysis
- Cloud security
- IT Asset Management
- Identify fraud
- Notifications
- Risk detection

6. Optimize process.

- Industrial robots
- Autonomous vehicles
- Robotic Process Automation (RPA)
- Predictive analytics
- AI-enabled Supplier Relationship Management (SRM)
- Cloud virtualization
- Route optimization



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Implement Business Requirements for AI

7. Develop an AI strategy.

- Align AI to organizational initiatives
 - Digital transformation
 - Data strategy
 - Business strategy
- Align with Environmental, Social, and Governance (ESG) initiatives
 - Diversity, equity, and inclusion
 - Sustainability
 - Data protection
- Organizational Resources
 - Talent resources
 - Data resources
 - Computing resources
 - Budget resources
 - Stakeholders
 - Competitive considerations



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8. Identify data and design requirements.

- Quantify value proposition
- Identifying use cases
- Review data quality
- Review prototype design assessment

Identify Risk with AI

9. Identify organizational considerations.

- Employee impact
- Organizational readiness (change management)

10. Identify data risks.

- Data quality
- Data security
- Data control



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11. Identify governance.

- Ethical considerations
 - Privacy
 - Accountability
 - Transparency
 - Bias
- Legal/regulatory considerations
 - EU AI Act
 - U.S. AI Bill of Rights
 - DoD AI Principles

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