

AI FOR BUSINESS LEADERS

04 WEEKS*

Course Fee : ₹ 1,49,000+GST

Course Certification:



Who Should Attend:

CEOs, CFOs, CTOs, and other C-level executives who want to understand the strategic implications of AI for their businesses. The "AI for Business Leaders" course is designed to provide business leaders, decision-makers, and professionals with the knowledge and insights necessary to understand and leverage artificial intelligence (AI) technologies in a business context.

Course Prerequisites:

- A bachelor's degree in a relevant field such as business, marketing, management, or a related discipline. Some certifications may require a master's degree or Artificial Intelligence course and BBA or MBA in Business

Course Benefits:

- Strategic Decision-Making
- Understanding AI Concepts
- Learn how AI can optimize business processes, streamline operations, and improve efficiency within organizations.
- Data-Driven Decision-Making

*Becomes Smart Business Leader with
**NEW AGE
 ARTIFICIAL INTELLIGENCE
 Technology**



Course Overview

The "AI for Business Leaders" course is designed to provide business leaders with a foundational understanding of artificial intelligence (AI) and how it can be strategically leveraged within various business contexts. The course aims to equip participants with the knowledge necessary to make informed decisions about adopting AI technologies and integrating them into their organizations.



Course Outline/Syllabus:

WEEK 01

Module 01: Introduction to AI for Business Leaders

- A. Overview of AI and its impact on business
- B. Importance of AI literacy for business leaders
- C. Key AI concepts and terminology

Module 02: Business Value of AI

- A. Understanding the strategic value of AI in business
- B. AI's role in innovation, growth, and competitive advantage
- C. Identifying opportunities for AI adoption in different industries

WEEK 02

Module 3: AI Technologies and Applications

- A. Overview of machine learning and deep learning
- B. Practical applications of AI in business contexts
- C. Case studies showcasing successful AI implementations

Module 4: AI Strategy Development

- A. Aligning AI strategy with overall business strategy
- B. Assessing organizational readiness for AI adoption
- C. Building a roadmap for phased AI implementation

WEEK 03

Module 5: Ethical and Responsible AI

- A. Navigating ethical considerations in AI applications
- B. Ensuring transparency and fairness in AI decision-making
- C. Addressing biases and responsible AI practices

Module 6: AI in Decision-Making

- A. Integrating AI into strategic decision-making processes
- B. AI-driven analytics for data-informed decisions
- C. Risks and benefits of AI in decision support

WEEK 04

Module 7: AI and Customer Experience

- A. Enhancing customer interactions with AI
- B. Personalization and customization using AI
- C. Leveraging AI for improved customer satisfaction

