



# Leveraging AI for Business Success

## Program Overview

Artificial Intelligence and Machine Learning (AI/ML) are widely heralded as the most disruptive technological innovations of the 21st century, rapidly transforming business and society at an unprecedented pace. Today, the ability to harness and leverage the power of AI/ML is a key strategic imperative and an important source of competitive advantage for organizations in all spheres of economic and social activity. How do leaders and managers upskill and gain AI knowledge to be ready for the coming AI era? How do they steer their teams and organizations to take advantage of these innovations?

Developed for managers and leaders who want to understand the capabilities and features of AI/ML, enhance their practical understanding of potential applications, and learn about what it takes for an organization to become “AI-Ready”, this program assumes no prior technical knowledge. It has been designed for leaders from organizations operating in diverse sectors such as finance, healthcare, retail, and manufacturing, and across functions, including product management, research and development, sales, marketing, talent management, and other strategic processes.

The 3-day program is crafted to equip managers and leaders with a working understanding of the evolving AI landscape, different types of AI, including prediction and GenAI models, and their potential impact on business outcomes such as efficiency and revenue. Participants will also learn about the impact of AI on the internal structure and functioning of organizations, including managing and leading, implications for human capital, organizational roles, and teaming. Participants will delve into the key concepts underlying AI, experience its capabilities through simulations, explore a range of successful business applications, and discuss risks and ethical considerations in the design of responsible AI.

## Program Agenda

<b>DAY ONE:</b> RITU AGARWAL, PHD & GORDON GAO, PHD	<b>9 a.m. - Noon</b> History, evolution and state-of-AI today, Use cases of AI applications, Fundamental concepts in AI
	<b>1-4 p.m.</b> AI/ML project pipeline, Evaluating a model’s performance, Selecting the right AI tools for your task
<b>DAY TWO:</b> RITU AGARWAL, PHD & GORDON GAO, PHD	<b>9 a.m. - Noon</b> Discriminative vs generative models, Natural language processing, Large Language models
	<b>1 -4 p.m.</b> Prompt engineering, Retrieval augmented generation (RAP), Major applications of Generative AI
<b>DAY THREE:</b> RITU AGARWAL, PHD & GORDON GAO, PHD	<b>9 a.m. - Noon</b> AI “Infrastructure”, AI governance
	<b>1 -4 p.m.</b> Principles of responsible AI, The future for AI, Experiential exercise: Identifying high value AI opportunities