

Elements of AI for Business Learning Outcomes



What you'll learn as a group

What is AI | Prototype practical use cases | Become an active user of AI

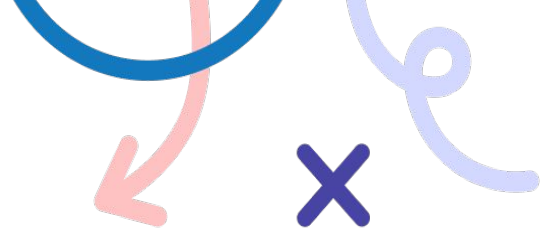
- ✓ **Unified Understanding of AI Concepts:** A shared foundational knowledge of AI concepts, machine learning, and neural networks. This common knowledge base ensures that discussions about AI within the organization are grounded in a shared understanding, facilitating more productive conversations and collaborative decision-making.
- ✓ **Application of AI in Organizational Context:** Participants learn to apply AI concepts and tools directly to their company's unique challenges and opportunities. By focusing on real-life scenarios relevant to their work, the group can develop practical AI solutions that could lead to process improvements efficiency gains, or new business models.
- ✓ **Cross-Departmental Insights:** The program encourages participation from various departments, fostering cross-functional collaboration. This diversity allows participants to gain insights into how AI can be applied across different areas of the company, breaking down silos and encouraging a more integrated approach to innovation.
- ✓ **Cultural and Strategic Alignment towards AI:** Attending as a group fosters a cultural shift towards embracing AI, promoting an environment of continuous learning and adaptability. It aligns the team's understanding of AI's strategic importance, ensuring collective agreement on leveraging AI to achieve competitive advantage and meet strategic objectives.



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What you'll learn as a participant in detail



Fundamentals of AI

- ✓ Understand key AI concepts: autonomy and adaptivity.
- ✓ Differentiate between practical AI and science fiction.
- ✓ Grasp core philosophical concerns in AI, including Turing test implications.



After the workshop participants can...

- ✓ Explain AI and its relevance to their work
- ✓ Understand how to use large language models to produce valuable outcomes
- ✓ Understand restrictions of large language models
- ✓ Map their business to industry AI development



Machine Learning Foundations

- ✓ Recognize the significance of machine learning techniques.
- ✓ Differentiate between unsupervised and supervised learning.
- ✓ Comprehend supervised classification methods, including nearest neighbor, linear regression, and logistic regression.



Neural Networks

- ✓ Define neural networks and their successful applications.
- ✓ Grasp the underlying techniques of neural networks.



After the workshop participants can...

- ✓ Explain machine learning and neural networks
- ✓ Plan agile experiments to enhance existing business processes with the latest AI tools



AI's Future & Implications

- ✓ Evaluate predictions and claims about AI's future.
- ✓ Understand AI's societal impacts: algorithmic bias, AI-generated content, privacy, and employment.



After the workshop participants can...

- ✓ Identify and communicate future AI opportunities and challenges for their business
- ✓ Make more informed decisions concerning AI



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