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AI-for-Decision-Making:

Business Strategies and Applications

Course Overview:

With an increasingly vast amount of data generated and consumed today and the constantly evolving preferences of customers, organizations can no longer rely on traditional business methods to drive growth. These radical changes have opened up a new realm of possibilities with AI to drive business growth through actionable insights generated from customer data. How do you make that happen?

Wharton Online's AI for Decision Making: Business Strategies and Applications program will help you brush up the fundamentals of big data, artificial intelligence, and machine learning and equip you with skills needed to apply them in various domains to support your organization's business.

The program covers aspects like:

- Applications of AI in devising effective marketing strategies and in personalization to enhance and prolong the customer journey and lifecycle
- Applications of AI in finance such as fraud detection and identity verification and authentication
- Applications of AI in people management for streamlining all HR functions
- Ethics and risks associated with AI
- Designing governance frameworks to apply AI fairly across an organization

A diverse and talented team of top faculty bridge AI theory with practice across multiple industries in this program. This online program combines lectures and masterclasses by leading faculty from Wharton with case studies and examples, creating rich content and learning to help you apply AI for various business needs.
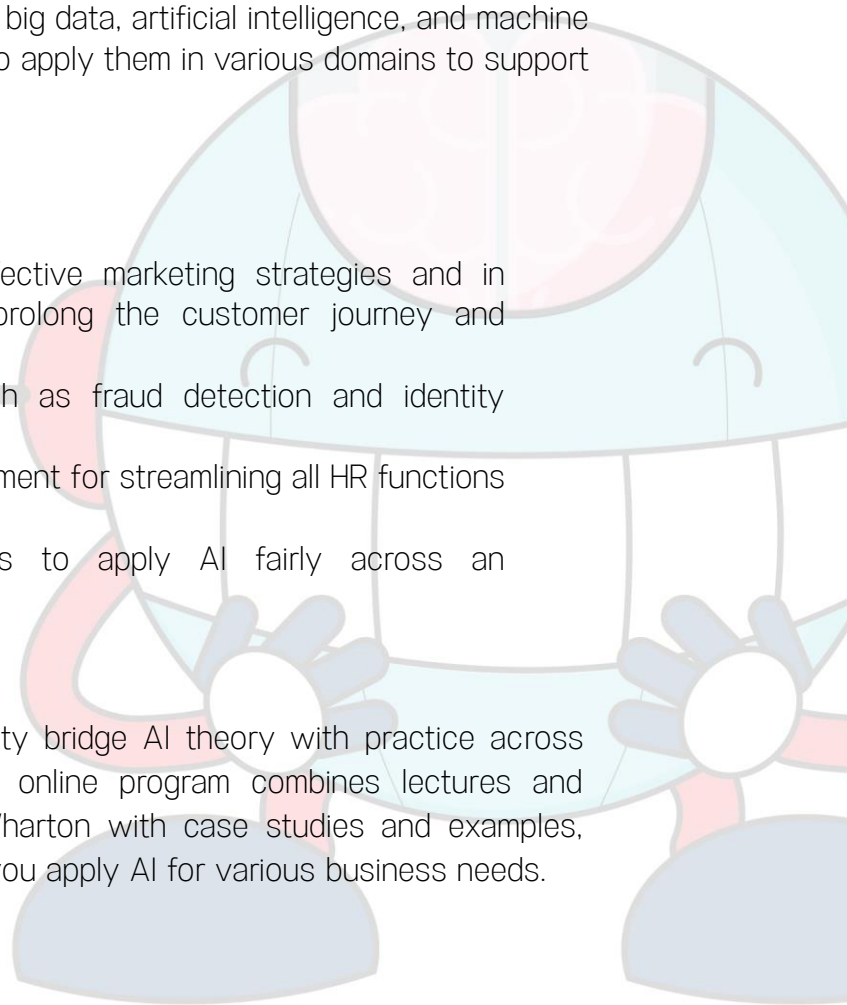
Key Features:

- Earn a certificate from the internationallyacclaimed, Wharton Online
- Exclusive access to course content co-created by eight Wharton professors
- Attend live online masterclasses delivered by distinguished Wharton faculty
- Exposure to AI applications across domains such as marketing, finance, and HR
- Learn from real-world business use cases and practical business challenges.
- Immerse in a rigorous curriculum to develop a successful AI strategy for your business

Program Outcomes:

- Understand deep learning and how to measure and review errors in your algorithms
- Learn how to use big data to not only maintain customer privacy but also to develop different strategies that will drive business growth
- Understand how to work with data and take advantage of the power of machine learning
- Understand the role of AI-powered data in analyzing consumer habits and maximizing the potential to target your marketing to the right audience
- Learn methods to utilize supervised and unsupervised machine learning to enhance the efficacy of fraud-detection methods
- Gain an understanding of how you can interact with and analyze information to increase the potential of deep learning applications for your business
- Identify how you can incorporate AI to streamline all HR functions
- Gain first-hand knowledge of how to use current and emerging technology to manage the entire employee lifecycle
- Learn different strategies to recognize biases that exist within data
- Gain an understanding of how to maintain and build trust with user data and privacy
- Learn how to better navigate the risks of AI
- Learn how to construct a responsible AI governance strategy

Who is The Program For?

The AI for Decision Making: Business Strategies and Applications program caters to from a variety of industries and backgrounds. This program is ideal for technology-oriented senior leaders, senior managers, functional business heads and C-suite executives, online marketers, statisticians, automation innovators, data professionals, or anyone seeking a competitive edge in emerging business technologies.

This program is intended for:

- C-suite executives who want to understand how they can make their organizations AI-ready.
- Business leaders and managers who are responsible for making strategic decisions around AI and other associated technologies.
- Senior executives who want to formulate and evaluate proposals involving machine learning and artificial intelligence technologies and their impact on the business.
- Senior managers or senior executives looking to effectively analyze, articulate, and apply key AI management and leadership insights in their work and that of their teams and organizations.
- Managers and leaders who seek to build their own capabilities in strategy, leadership, and innovation, while developing personalized, and actionable plans.

Learning Path:

1. Foundations of Big Data, AI and Machine Learning

2. AI for the Marketing World

3. AI for the Finance Domain

4. AI for Human Resource Management

5. AI Driven Transformation: Economics & Governance
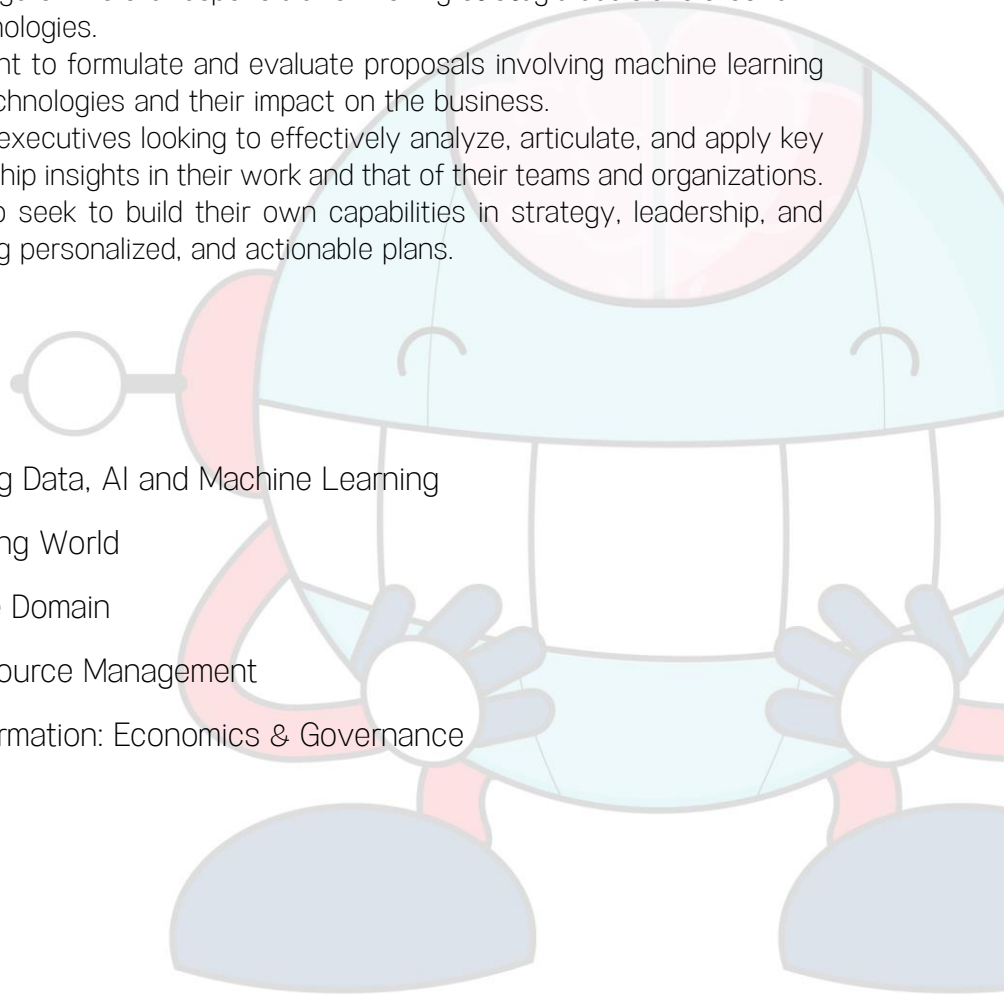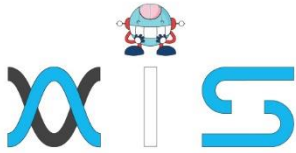
AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners

SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic alone. The most sought-after courses being offered are ITIL, Project Management Professional (PMP)®, COBIT 5, Six Sigma Yellow Belt, Six Sigma Green Belt, PRINCE2, and organizational skills, among others.

Simplilearn

Simplilearn, based in California and India, is the world's #1 online bootcamp and one of the world's the leading certification and training providers. Simplilearn trained over 2,000,000 professionals with 2,000+ trainers and provides over 400 different courses.

Technology Partner

Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.
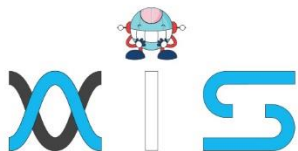
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