

# AMA2563: ARTIFICIAL INTELLIGENCE (AI) BUSINESS ESSENTIALS CERTIFICATE PROGRAM

Course Code: 831491

Build practical knowledge about the opportunities, tools, risks and rewards of AI.

Artificial Intelligence (AI) has had the kind of life-changing implications that came about with the discovery of electricity. Its influence on organizations and the world of business is already momentous. This program will help you gain an understanding of the technology, how you're already using it and the opportunities it presents. Explore the huge impact it can have on your business, your career and society. After participating, you'll receive a Certificate of Completion.

## What You'll Learn

- Learning what AI can do now and in the future and potential risks
- Understanding the security implications of managing data and technology
- Recognizing competencies needed to keep your organization competitive
- Enabling yourself to use AI by applying the 4 Cs of success
- Applying AI tools to extract useful information and diagnose work challenges
- Blue sky and mind map: how to contribute to the organization by leveraging AI

## Who Needs to Attend

Managers, leaders and all business professionals who want to increase their knowledge and comfort zone around AI and recognize how the technology can be integrated into their organization.



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CLASSROOM LIVE

\$2,795 USD

2 Day

May 14 - 15, 2025 | 9:00 AM - 5:00 PM | CHICAGO, IL

Sep 22 - 23, 2025 | 9:00 AM - 5:00 PM | WASHINGTON, DC

Oct 16 - 17, 2025 | 9:00 AM - 5:00 PM | ATLANTA, GA

Dec 11 - 12, 2025 | 9:00 AM - 5:00 PM | NEW YORK CITY, NY

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VIRTUAL CLASSROOM LIVE

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## Virtual Classroom Live Outline

### Learning Objectives

- Define Key AI Concepts and Terms
- Understand the Business Imperative and Impact of AI
- Identify Readiness to Adopt AI
- Appreciate Need for Internal Alignment of AI Initiatives
- Evaluate Design of AI Solutions that Deliver Value
- Build Engagement in AI Conversations
- Reflect on the Ethics and Governance of AI
- Create Your AI Action Plan

### Overview of AI

- Understand AI Terms and Definitions
- Identify Familiar AI Solutions All Around Us
- Gain an Overview of the Current AI Landscape
- Learn About the Key Features of Algorithms

### Connecting Business Needs with AI Techniques

- Recognize Business Situations Where We Should Look to AI for Assistance
- Determine the AI Capabilities to Advocate for In the Solution That Your Company Decides to Build or Buy
- Identify Assets You Need to Include in the AI Solution in Order to Actually Solve Your Problem

### Different Paths Toward AI Adoption

- Learn the Typical AI Adoption Paths for Individual Contributors, Leaders, Teams, and Organizations

- Understand the Common Risks and Rewards Along Each Path

### **Assessing Your Resources**

- Understand the Environmental Conditions That Are Required for AI Success
- Learn How Your Unique Abilities May Be Leveraged in AI Adoption
- Consider What You Can Do to Fill Skill Gaps as a Professional and Across Your Team

### **Designing Business Solutions with AI**

- Practice Identifying Business Problems That Can Be Improved with AI
- Practice Selecting the Right Algorithm, the Right Data, and the Right Features to Create an AI Solution and Get Feedback in a Low-Stakes Environment
- Practice Communicating the Value of Pursuing AI Initiatives

### **Aligning AI Initiatives within the Organization**

- Understand the Strategic Value of Coordinating AI Initiatives
- Craft a Vision for the Future and a Starting Point for Ethical Governance

### **Putting It All Together: Your Action Plan**

- Choose What You CAN Do to Get Started with AI
- Use the ENGAGE Framework for AI Adoption to Build an Action Plan
- Share the Actions You Will Take First

May 19 - 20, 2025 | 9:00 AM - 5:00 PM EST

Jun 9 - 10, 2025 | 9:00 AM - 5:00 PM EDT

Jul 17 - 18, 2025 | 9:00 AM - 5:00 PM EDT

Aug 11 - 12, 2025 | 9:00 AM - 5:00 PM EDT

Sep 15 - 16, 2025 | 10:00 AM - 6:00 PM EDT

Oct 16 - 17, 2025 | 9:00 AM - 5:00 PM EDT

Nov 13 - 14, 2025 | 9:00 AM - 5:00 PM EST

Dec 8 - 9, 2025 | 9:00 AM - 5:00 PM EST

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