

Artificial Intelligence (AI) Business Essentials Certificate Program

OEM: AMA • Code: 02563

COURSE DESCRIPTION

Artificial Intelligence (AI) is transforming industries the way electricity once did, creating both challenges and unprecedented opportunities. This artificial intelligence certificate program provides foundational knowledge of AI tools, risks and governance, while showing you how AI already impacts your work. You'll explore generative AI applications, business use cases and strategies for adoption. This AI training certificate program emphasizes practical applications, helping you understand the technology and how to apply it effectively. Upon completion, you'll earn AMA's AI Essentials for Business Certificate, which can also be applied toward the AI Mastery Series for advanced specialization.

AUDIENCE PROFILE

- Managers, leaders and professionals seeking to understand AI's business applications and risks. This is ideal for anyone pursuing an AI for business certificate to confidently apply artificial intelligence in organizational strategy.

PREREQUISITES

- This section doesn't contain any content.

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Gain foundational understanding of AI and the current AI landscape
- Increase your awareness of the future possibilities of generative AI
- Explore the potential impact of AI on your organization—both pro and con
- Analyze your organization's business groups and ways roles may change
- Increase your credibility with data-driven decisions and skill development plans
- Learn how to think "AI" and embrace the opportunities that are presented
- 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

- 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

COURSE OUTLINE

Module 1: 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

Module 2: 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

Module 3: 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

Module 4: 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

Module 5: 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

Module 6: 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

Module 7: 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