

AI for Executives

**Description**

As business adoption continues to grow, Artificial Intelligence (AI) is reshaping the world we live in. Use cases span a wide range, including functions like contact-center automation, product enhancement, risk modeling, and fraud detection. Organizations that employ AI often report both cost reduction and revenue increases. But what, exactly, is AI, and how can your organization join the AI revolution? This session defines AI and takes a high-level view of several methods. We also discuss the business potential and organizational concerns like operationalizing AI.

**Course Objectives**

1. Establish the business potential of Artificial Intelligence.
2. Define and provide examples of Artificial Intelligence (AI) in use today.
3. Provide a high-level overview of machine learning, including the major types and essential algorithms and associated business use cases.
4. Discuss AI organizational concerns, including AI tools and operationalizing AI.

**Certification**

Participants who complete the course will earn a *Certificate of Participation and Completion* from the University of Oklahoma.

**Outline**

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| **Business Potential of AI**   * Business mandate * Data maturity index * Importance of the user experience   **Artificial Intelligence**   * Definition and characteristics * Example technology * Timeline of events   **Machine Learning**   * What is ML? ML/AI relationship * Major types (what is it, when to use it, how it works, essential algorithms, use cases)   + Supervised learning, Unsupervised learning, Reinforcement learning * Model explainability | **Deep Learning**   * Definition and characteristics, Use cases * Major models (what is it, when to use it, how it works, use cases)   + Convolutional neural network (CNN)   + Recurrent neural network (RNN)   + Transformer   + Generative adversarial network (GAN)   **Organizational AI**   * AI tools * MLOps * Organizational ramifications |