

AI FOR DIGITAL TRANSFORMATION CERTIFICATE

Program Description

Rapid advances in AI and digital technologies have presented business leaders with a once-in-a-generation opportunity to reinvent their strategies by rethinking processes, building new digital-first products, identifying new business models enabled by technology, and embracing a digital builder culture. At the same time, there are various risks and pitfalls, so leaders must take a strategic approach as they adopt and implement these technologies in order to keep their competitive advantage and thrive in the marketplace.

In this certificate program, you will discover how to harness rapid advances in AI and digital technology to innovate and enhance your business. You will consider common pitfalls and examine strategies to reduce risk. To build on these skills, you will assess business model innovation opportunities to better support your teams as you create a thoughtful innovation culture for your organization. Finally, you will explore best practices to help you build a data-driven approach for your business, reporting on the key metrics that will help your teams communicate with stakeholders and evaluating the impact of new policies and initiatives. By the end of this program, you will have developed the necessary AI and digital literacy and strategic foundations to help your business thrive.

Key Takeaways

- Foster a business-minded understanding of applicable AI and digital technologies
- Examine how to put technology to work profitably
- Understand how AI and digital technologies will define the future of work
- Explore new business models enabled by technology
- Assess ways that technology changes the design of a business/organization
- Discover a new style of leadership and management based on exploration and fast, intelligent experimentation
- Build a data-driven team that can use data to strategically improve business operations

What You'll Earn

- AI for Digital Transformation Certificate from Cornell Tech
- 84 Professional Development Hours (8.4 CEUs)

Who Should Enroll

- C-suite executives
- Leaders and managers across industries
- CTOs and technology leaders
- Business consultants
- Intrapreneurs and entrepreneurs
- Nonprofit leaders
- Government leaders and policymakers
- People interested in the digital transformation process

Total Investment

- 3 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit AI for Digital Transformation Certificate (<https://ecornell.cornell.edu/certificates/technology/ai-for-digital-transformation/>).

Courses

Code	Title	Hours
eCornell CTECH43AI	AI and Digital Technology: Opportunities and Pitfalls	0
eCornell CTECH43Demystifying AI and Digital Technologies		0
eCornell CTECH43AI and the Future of Work		0
eCornell CTECH43Identifying New Business Models Enabled by AI		0
eCornell CTECH43Creating a Digital Builder Culture		0
eCornell CTECH43Data-Driven Leadership		0