AI STRATEGY CERTIFICATE

Program Description

In this era of technological integration in business, engaging with advanced technologies can be a requirement for sustainable success. In particular, understanding the many dimensions of artificial intelligence (AI) gives organizations a strategic advantage that can lead to greater success.

Through the AI Strategy certificate program, you will explore how AI will impact the future of organizations, industries, and society at large. You'll begin with a foundational course that introduces AI as well as some of the origins, trends, applications, benefits, and risks associated with this technology. You will then investigate how to apply knowledge-based AI technologies to anything from standard tasks to systemic processes that are relevant across industries. You will also explore ways to apply machine learning through connectionist-based approaches and assess design strategies to implement AI systems across an organization. Finally, you'll have the opportunity to examine the societal implications of AI in areas such as labor, privacy, ethics, morality, and regulation, exploring the development of strategies that preserve human dignity and agency while embracing the benefits of the technology. By the end of this program, you'll have gained a broad understanding of AI and will be able to envision its implications on your organization for years to come.

For the best experience in this program it is recommended to take these courses in the order that they appear.

Key Takeaways

- Assess how you can apply AI in your organization
- Apply knowledge-based AI technologies to standard tasks or your own organization's systems and processes
- Address challenges by applying machine learning
- Design strategies to implement AI systems across an organization
- Examine the societal implications of AI in areas such as labor, privacy, ethics, morality, and regulation
- Envision the development of strategies to preserve human dignity and agency while embracing the benefits of the technology

What You'll Earn

- AI Strategy Certificate from the Johnson Graduate School of Management, Cornell SC Johnson College of Business
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- Managers and senior leaders across functions, including tech, operations, finance, and HR
- Product managers and developers
- Individuals focused on strategic change using evolving technology trends

Total Investment

3 months to complete all courses

How To Enroll

For more information on how to enroll, please visit AI Strategy Certificate (https://ecornell.cornell.edu/certificates/technology/ai-strategy/).

Courses

Code	Title	Hours
eCornell JCB641	Introduction to AI	0
eCornell JCB642	Knowledge-Based AI Technologies	0
eCornell JCB643	Machine Learning and Data-Based Approaches to AI	0
eCornell JCB644	Strategic Implementation of AI Systems	0
eCornell JCB645	Societal Impacts of AI	0
eCornell JCB646	The Future of AI	0