

DESIGNING AND BUILDING AI SOLUTIONS CERTIFICATE

Program Description

AI is everywhere, and it's revolutionizing the business world. You have the opportunity to be at the forefront of this change. What products should you build? What are the best AI applications for your business? How can you harness the power of AI ethically and responsibly?

With the explosion of generative AI applications, organizations now have access to many different tools to build products and services driven by AI. From generative AI to language models and deep neural networks, this certificate program will give you all the tools you need to build AI-based solutions without any coding experience.

Join us on a fun journey where you will explore engaging AI case studies from a variety of industries, including healthcare, media, and finance. As you discover the power of AI innovation in the real world, the courses provide a hands-on deep dive into prompt engineering and machine learning applications, as well as data handling, ethics, and compliance. You'll have the opportunity to put AI into action by prototyping, developing, and fine-tuning models for your own AI-driven products, harnessing some of the most transformative technologies available today. A helpful ChatGPT-enabled co-pilot will be available 24/7 to assist you.

By the end of the program, you'll develop a strong foundation in traditional AI, neural networks, and generative AI, preparing you to capitalize on the new opportunities AI presents and lead in today's rapidly evolving business landscape.

No coding or technical experience is necessary to successfully complete the program; you will have copilots such as ChatGPT and other AI tools (including an AI-cloned professor!) to assist you with the coursework.

The courses in this certificate program are required to be completed in the order that they appear. To be successful in these courses, you should have a basic knowledge of statistical concepts.

This certificate includes a year of free access to Symposium! These events feature live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore today's most pressing topics. Throughout the year, you may participate in as many sessions as you wish. Attending a Symposium is not required to successfully complete the certificate program.

Key Takeaways

- Apply AI and generative AI across industries to add value
- Innovate with generative AI models (image and text) for your business needs
- Engineer AI prompts effectively
- Prototype AI solutions without coding
- Conceptualize, design, and develop business solutions with AI technology
- Use AI to scrape, analyze, and interpret data
- Enhance the user experience with AI technologies
- Build deep neural networks for image recognition
- Build classifiers ranging from "good old-fashioned AI" to neural networks

- Ensure data practices protect privacy and avoid bias
- Navigate the ethical implications and compliance requirements of AI

What You'll Earn

- Designing and Building AI Solutions Certificate from Cornell's SC Johnson College of Business
- 90 Professional Development Hours (9 CEUs)

Who Should Enroll

- Professionals seeking fundamental AI skill development
- Product managers and leaders
- Early-career AI specialists
- Data scientists
- Tech enthusiasts
- Entrepreneurs
- Venture capitalists
- C-suite leaders
- Innovators and design thinkers
- Anyone interested in applying AI and automation in their industry

Courses

Code	Title	Hours
eCornell JCB701	Creating Business Value With AI	0
eCornell JCB702	Exploring Good Old-Fashioned AI	0
eCornell JCB703	Leveraging Data for AI Solutions	0
eCornell JCB704	Expanding AI Power and Value Through Neural Networks	0
eCornell JCB705	Innovating With Generative AI	0