

GENERATIVE AI FOR BUSINESS TRANSFORMATION CERTIFICATE

Program Description

Recent breakthroughs in artificial intelligence (AI) have enabled machines to develop new forms of cognition — classifying, manipulating, and generating linguistic and visual artifacts. The underlying technologies have the potential to go further and automate tasks commonly associated with the highest levels of human intelligence. Organizations and individuals that can harness the potential of these technologies will gain a huge advantage, while those that don't risk becoming obsolete.

In this live online program, Professor Karan Girotra will drive you to critically evaluate the most effective ways to adopt AI technologies. You'll have the opportunity to explore how advances in AI have enabled new, automated, highly scalable, low-cost ways of doing cognitive work. Like other general-purpose technologies, AI has the potential to radically increase individual productivity, transform organizational processes, and enable new business models.

On the flip side, you'll evaluate how AI can also empower unscrupulous actors, open new ethical and legal concerns, and present complex challenges to ill-equipped policy makers.

This certificate program prepares organizational leaders, entrepreneurs, and individual contributors to best leverage AI and transform themselves, their organizations, and entire industries.

Key Takeaways

- Examine the history of AI and assess current capabilities
- Explore the future of AI and what additional capabilities will or won't soon be unlocked
- Identify ways to collaborate with AI co-pilots and generative AI to increase your personal productivity
- Identify ways to deploy AI to reinvent how your organization functions, increasing efficiency, connectivity, flexibility, and scalability, as well as developing groundbreaking new products and services
- Discover new pricing, production, employment, and sourcing models enabled by AI for your industry
- Develop the right competitive and strategic positioning for your organization in the AI age
- Assess the legal and ethical concerns with deploying AI
- Validate, experiment with, prototype, and derisk an AI venture
- Expand your network and discuss projects and ideas with colleagues leveraging AI in their careers

What You'll Earn

- Generative AI for Business Transformation Certificate from Cornell Tech
- 45 Professional Development Hours (4.5 CEUs)

Who Should Enroll

- Organizational leaders
- Entrepreneurs

- Individual contributors
- Anyone who wants to leverage AI and transform themselves, their organizations, and entire industries

Total Investment

1 month to complete the coursework

How to Enroll

For more information on how to enroll, please visit [Generative AI for Business Transformation Certificate](#)

Courses

Program consists of one five-week online course that meets twice per week for 2.5 hours each session.