

<b>Course Title</b>	<b>Artificial Intelligence (AI) for Business</b>
<b>Target Audience</b>	Anyone interested in understanding how AI can practically be used to address business problems. This is expected to be relevant to people across industries in a range of positions and could also be of interest to those working in start-ups, on business ideas or just looking to expand their exposure to an emerging and impactful topic.
<b>Prerequisites (if any)</b>	No specific technical background is needed. An interest in emerging AI/data science and related business problems is helpful. Participants will quickly be brought up to speed on background knowledge and tools.

<b>Course Description</b>
AI is the defining capability of our age and is touching upon every aspect of life, from industry to entrepreneurship to healthcare to education. The purpose of this course is to quickly give professionals and business owners the confidence to understand how AI works and how they could leverage its capabilities in their respective industries. This will be done by giving participants a quick and effective overview of related tools, exposure to relevant case studies, and an opportunity to use AI to define and tackle a problem in their domain of interest.

<b>Course Learning Outcomes</b>	
	By the end of this course, the students should be able to:
LO1:	Be fluent in the language and jargon of AI in terms of its practical use
LO2:	Understand how AI is generally used in industry and how related capabilities are brought into organizations
LO3:	Have a broad overview of specific approaches in industry to applying AI in various contexts
LO4:	Have the confidence to define a problem of their interest and make a plan to tackle it using AI tools
LO5:	Understand how to learn more about AI in their own areas of interest and application

LO6:	Feel part of a community of practitioners who see themselves as AI evangelists
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Assessments/Graded Components
Participants will actively work on a project with the instructor in the class, as well as actively discuss and solve exercises.

Course Summary			
Lecture	Module Name	Key Concepts/Topics Covered	Assessments
1	Overview of AI	<ul style="list-style-type: none"> <li>Understanding the origins of AI and how far we've come</li> <li>Understanding the key drivers behind AI and the key policy considerations</li> <li>Getting comfortable with the jargon and technicalities behind AI</li> </ul>	
2	Getting hands-on with AI	<ul style="list-style-type: none"> <li>Exposure to tools and frameworks used for solving AI-related problems, including basic functionalities in Python, use of Google tensor flow and a range of drag-and-drop tools that can be used</li> <li>Developing an intuition for the steps involved in AI-related problem-solving, particularly how to collect and clean data and how to interpret results</li> </ul>	
3	Applying AI to managerial contexts	<ul style="list-style-type: none"> <li>An overview of global industries where AI is being applied. The focus is both on general principles that work across industries as well as specific adaptations by industry.</li> <li>Specific examples of how AI is being used and explored in the local Pakistani industry</li> </ul>	
4	Applying AI to your own	<ul style="list-style-type: none"> <li>How to identify a problem of interest in your own context where AI could effectively be applied</li> </ul>	

	context	<ul style="list-style-type: none"><li>• How to make a plan to solve this particular problem</li><li>• Critique these approaches as a group</li></ul>	
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