



Wharton **ONLINE**
UNIVERSITY of PENNSYLVANIA

AI for Decision Making

Business Strategies and Applications

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Program Overview

With the massive amount of data generated and consumed today and the constantly evolving preferences of customers, organizations can no longer rely on traditional business methods to drive growth. These radical changes have opened up a new realm of possibilities with AI to drive business growth through actionable insights generated from customer data. How do you make that happen?

Wharton Online's AI for Decision Making: Business Strategies and Applications program will help you master the fundamentals of big data, artificial intelligence, and machine learning and equip you with the skills needed to apply them in various areas to support your organization. The program covers aspects like:

- ✓ Applications of **AI for marketing strategies and personalization** to enhance and prolong the customer journey and lifecycle
- ✓ Applications of AI in finance, such as **fraud detection, identity verification, and authentication**
- ✓ Applications of AI in people management for streamlining all **HR functions**
- ✓ **Ethics and risks associated with AI**
- ✓ **Designing governance frameworks to apply AI fairly across an organization**



A diverse and talented team of top faculty bridge AI theory with practice across multiple industries in this program. This online program combines self-paced video lectures and live online masterclasses led by faculty from Wharton with case studies and examples, creating rich content and learning to help you apply AI for various business needs.

Key Features



Earn a certificate from the internationally acclaimed Wharton Online



Get exposure to AI applications across domains such as marketing, finance, & HR



Gain exclusive access to course content co-created by eight Wharton professors



Learn from real-world business use cases and practical business challenges



Attend monthly live online masterclasses delivered by distinguished Wharton faculty



Benefit from an Immersive curriculum to help you develop a successful AI strategy for your business

Program Outcomes

- ✔ Understand deep learning and how to measure and review errors in your algorithms
- ✔ Learn how to use big data to not only maintain customer privacy but also to develop different strategies that will drive business growth
- ✔ Learn how to work with data and take advantage of the power of machine learning
- ✔ Understand the role of AI-powered data in analyzing consumer habits and maximizing the potential to target your marketing to the right audience
- ✔ Leverage supervised and unsupervised machine learning to enhance the efficacy of fraud-detection methods
- ✔ Identify and analyze relevant information to increase the potential of deep learning applications for your business
- ✔ Identify how you can incorporate AI to streamline all HR functions
- ✔ Understand how to use current and emerging technology to manage the entire employee lifecycle
- ✔ Learn different strategies to recognize biases that exist within data sets
- ✔ Gain an understanding of how to maintain and build trust with user data and privacy
- ✔ Learn how to navigate the risks of AI better
- ✔ Learn how to construct a responsible AI governance strategy

Learning Path Visualization



01

Foundations of Big Data, AI and Machine Learning



02

AI for the Marketing World



03

AI for the Finance Domain



04

AI for Human Resource Management



05

AI Driven Transformation: Economics & Governance

Foundations of Big Data, AI and Machine Learning

This course covers the fundamentals of big data, machine learning (ML), and artificial intelligence. You will dive deeply into how machine learning is used to handle and interpret big data. The course will take you through various methods used in ML and deep learning, along with their limitations and ways to improve accuracy. You will also learn how to use the best training data for your algorithms.

Topics Covered

- ✓ Introduction to Artificial Intelligence
- ✓ Big Data Overview and Analysis
- ✓ Data Management Infrastructure and Tools
- ✓ Machine Learning Overview
- ✓ Reinforcement Learning
- ✓ Machine Learning Methods and Techniques
- ✓ Selecting Machine Learning Models
- ✓ Deep Learning
- ✓ Applications of Machine Learning
- ✓ Natural Language Processing
- ✓ Teachable Machine and AutoML
- ✓ Machine Learning Operations
- ✓ Industry Use Cases

Course Outcomes

- ✓ Learn different ways to code
- ✓ Learn how to use no-code tools
- ✓ Understand the various machine learning methods
- ✓ Understand deep learning
- ✓ Understand how to measure and review errors in your algorithms
- ✓ Learn how to use data to develop different strategies that can drive business growth

AI for the Marketing World

This course will help you learn how AI-powered applications can augment the customer journey and extend the customer lifecycle. You will understand how AI can help analyze consumer habits and maximize the potential to target your marketing to the right audience.

Topics Covered

- ✓ Introduction to AI in Marketing
- ✓ AI and the Customer Journey
- ✓ AI and Personalization
- ✓ Recommendation Systems
- ✓ Impact of AI on Markets
- ✓ Addressing Marketing Challenges
- ✓ Industry Use Cases

Course Outcomes

- ✓ Get an understanding of recommendation systems
- ✓ Understand the role of AI-powered data in analyzing consumer habits
- ✓ Maximize the potential to target your marketing to the right audience
- ✓ Analyze the impact of markets and consumer journeys with the help of AI
- ✓ Learn how AI applications can help protect consumer data

AI for the Finance Domain

This course will help you learn how AI is instrumental in the data-driven world of finance. You will learn how to mitigate fraud using AI systems and understand the role of AI in financial risk management. You will also learn how to use AI to conduct error analysis to prevent costly miscalculations and how AI is playing an integral role in combating digital fraud.

Topics Covered

- ✓ Introduction to AI in Finance
- ✓ Financial Risk Management with AI
- ✓ Fraud Detection with AI
- ✓ Credit Risk Management with AI
- ✓ Investment Management with AI
- ✓ Additional Applications in Finance
- ✓ Industry Use Cases

Course Outcomes

- ✓ Examine methods used to turn Big Data into a more customized experience
- ✓ Determine the best strategy for incorporating AI predictions
- ✓ Examine the limitations of machine-based selection
- ✓ Understand how to interact and analyze information to increase deep-learning potential
- ✓ Identify the different methods of assessing credit risk
- ✓ Understand the application of AI in fraud detection and other areas within the finance sector

AI for Human Resource Management

This course helps you understand how AI and machine learning can be applied to the various functions of HR management. You will understand the role of data in AI and machine learning applications for driving HR decisions. You will also learn how to use emerging technologies to manage the entire employee lifecycle and ways to utilize enormous volumes of data to identify patterns and make predictions that are in the best interest of your business.

Topics Covered

- ✓ Introduction
- ✓ The Promise and Potential of AI in HR
- ✓ New Solutions in HR
- ✓ Challenges with Applying AI to HR
- ✓ Emerging Tech Solutions to AI-HR Challenges
- ✓ Impact of AI on Jobs

Course Outcomes

- ✓ Understand how AI can be utilized to streamline all HR functions
- ✓ Gain knowledge on the role of AI in HR and the challenges in HR
- ✓ Understand the limitations of using data in HR decisions
- ✓ Understand new AI solutions that can be utilized in HR and the role of AI in hiring
- ✓ Learn how data can be utilized to take advantage of the power of machine learning
- ✓ Learn about the impact of AI on jobs

AI Driven Transformation: Economics & Governance

This course helps to understand AI strategies that can be leveraged by businesses to gain a competitive advantage. You will learn about the various ways in which AI can be put to use in an enterprise setting and the tools that are available to lower the barriers to AI use. You will also understand how to build effective AI governance algorithms and their impact on businesses. Finally, you will explore the role of AI in change management and the risks associated with AI processes.

Topics Covered

- ✓ Introduction
- ✓ Economic Implications of AI Adoption
- ✓ Developing a Portfolio of AI Projects
- ✓ Driving Transformation and Innovation using AI
- ✓ AI and Change Management in Organizations
- ✓ Risks with AI
- ✓ AI Governance
- ✓ AI Ethics and Principles
- ✓ Explainable AI

Course Outcomes

- ✓ Learn different strategies to recognize biases that exists within data
- ✓ Gain an understanding of developing a portfolio of AI projects
- ✓ Understand how to ensure that you maintain and build trust with user data and privacy
- ✓ Learn the role of AI in change management and the risks associated with AI processes
- ✓ Analyze how to construct a responsible governance strategy

Who Is This Program For?

The AI for Decision Making: Business Strategies and Applications program caters to from a variety of industries and backgrounds. This program is ideal for technology- oriented senior leaders, senior managers, functional business heads and C-suite executives, online marketers, statisticians, automation innovators, data professionals, or anyone seeking a competitive edge in emerging business technologies.

This program is intended for -

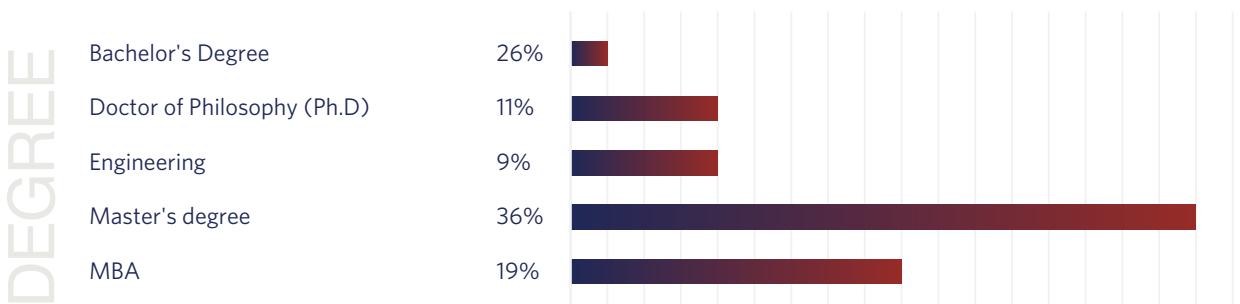
- ✓ C-suite executives who want to understand how they can make their organizations AI-ready.
- ✓ Business leaders and managers who are responsible for making strategic decisions around AI and other associated technologies.
- ✓ Senior executives who want to formulate and evaluate proposals involving machine learning and artificial intelligence technologies and their impact on the business.
- ✓ Senior managers or senior executives looking to effectively analyze, articulate, and apply key AI management and leadership insights in their work and that of their teams and organizations.
- ✓ Managers and leaders seeking to build capabilities in strategy, leadership, and innovation while developing personalized and actionable plans.



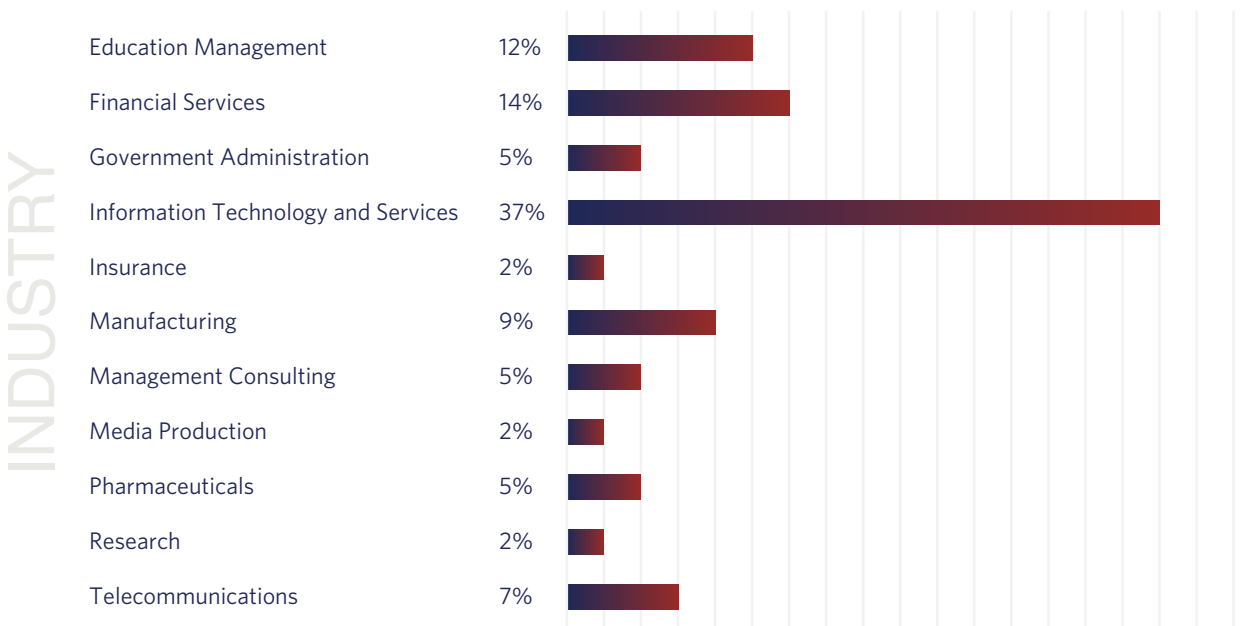
Learner's Profile

This program caters to working professionals from a variety of industries and backgrounds; the diversity of our learners adds richness to class discussions and interactions.

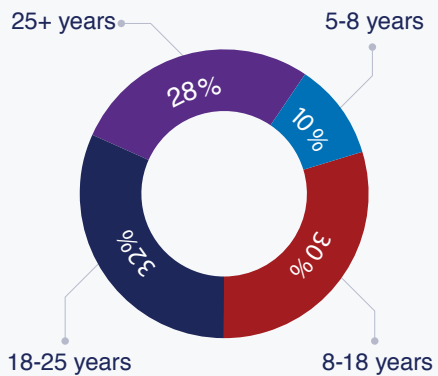
By Education



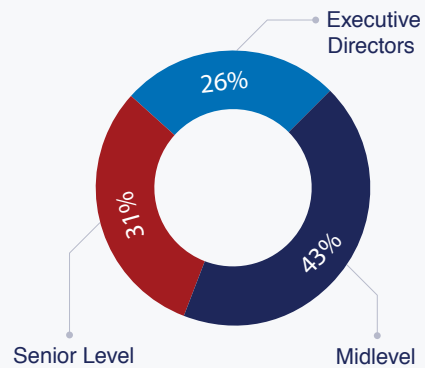
By Industry



By Experience



By Designation



Representative Companies

Google

BOSCH

SAMSUNG

EY

CISCO

Schneider Electric

Microsoft

Jio

Percipere

Exato

INRAM

U.S. DEPARTMENT OF COMMERCE

MAX LIFE INSURANCE
Your Partner for Life

ciner

MEDIAGENIX

U.S. DEPARTMENT OF COMMERCE



Certificate

Learners earn a digital Wharton Online certificate upon successful completion of the online program.

Note: After successful completion, a verified digital certificate will be emailed to you with the name used when registering for the program. All certificate images are for illustrative purposes only and may be subject to change at the discretion of Wharton Online.

Program Faculty



Kartik Hosanagar

Professor of Operations,
Information and Decisions
The Wharton School
University of Pennsylvania



Michael R. Roberts

Professor of Finance
The Wharton School
University of Pennsylvania



Matthew Bidwell

Associate Professor
of Management
The Wharton School
University of Pennsylvania



Raghuram Iyengar

Professor of Marketing
The Wharton School
University of Pennsylvania



Peter Cappelli

Professor of Management:
Director, Center for Human
Resources
The Wharton School
University of Pennsylvania



Kevin Werbach

Professor of Legal Studies
& Business Ethics
The Wharton School
University of Pennsylvania



Lynn Wu

Associate Professor of
Operations, Information
and Decisions
The Wharton School
University of Pennsylvania



Prasanna Tambe

Associate Professor of
Operations, Information
and Decisions
The Wharton School
University of Pennsylvania



About Wharton

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. Wharton has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 13,000 participants in executive education programs annually; and a powerful alumni network of 100,000 graduates. With more than 50 online courses from which to choose, more than 3 million learners worldwide have accessed Wharton Online programming taught by Wharton's world-class faculty.

Program Highlights

Duration



3 months, blended learning



1 - 2 hours per week

The Learning Experience

The program content is flexible and accessible on multiple devices, enabling working professionals to manage their own schedules and access the content from anywhere and anytime. In addition to its core curriculum, the program includes various learning methods to provide you with a superior learning experience:



Self-paced videos



Masterclasses



Assignments



Quizzes

Talk to an Admissions Counselor

We have a team of dedicated admissions counselors to guide you through the process. They'll address questions, assist with financial aid, and give you a detailed understanding of the program.

APPLY NOW

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