4 Courses

AI Fundamentals for Non-Data Scientists

AI Applications in Marketing and Finance

AI Applications in People Management

AI Strategy and Governance

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Sep 14, 2023

Babul Deb

has successfully completed the online, non-credit Specialization

AI For Business

Learners who have earned the certificate in the AI For Business Specialization have learned how to implement rule-based systems, implement AI algorithms, and use blockchain in HR functions to maintain data privacy. They know the fundamentals of Deep Learning, Machine Learning, and the economy of using Big Data to improve processes and bring innovation. They have also learned different data management tools, natural language processing, and using analytics to target marketing based on consumer behavior. Learners are able to utilize AI to accelerate the digital transformation of an organization to maintain a competitive edge.

Kartik Hosanagar, Professor, Operations, Information, and Decisions | Peter Cappelli, Professor of Management, Director, Center for Human Resources | Michael R. Roberts, Professor of Finance | Prasanna Tambe, Associate Professor of Operations | Lynn Wu, Associate Professor, Operations & Decisions

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