

# Machine Learning in Business 机器学习的商业应用

Course Outline 课程大纲



Mans International

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# What We Do 我们做什么

Mans International offers comprehensive Artificial Intelligence and Data Science training with real world practical projects and use cases. Mans International 提供最全面的人工智能和数据科学培训, 并结合实际项目和案例教学。

## Professionals 专业人士

We equip you with hands on experience and job competency with job opportunities. 我们让您具备实际操作经验和职业技能, 并推荐工作机会。

## Enterprises 企业

We are a one-stop centre to solve all your problems in hiring appropriate candidates, improve job competency for your current employees, and solve your project challenges in the AI and Data Science field. 我们是一站式中心, 可以解决您在聘用合适人选, 提高现有员工的工作能力, 解决您在 AI和数据科学领域的项目挑战。



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# Why Machine learning 为什么学机器学习

The machine learning market size is expected to grow from USD 1.03 Billion in 2016 to USD 8.81 Billion by 2022, at a Compound Annual Growth Rate (CAGR) of 44.1% during the forecast period.

机器学习市场规模预计将从2016年的10.3亿美元增长到2022年的88.1亿美元, 预测期间复合年增长率(CAGR)为44.1%.



— DEMAND FOR —  
**MACHINE LEARNING  
ENGINEERS WILL SOAR  
60% BY 2020**



Top Industries:



Companies that hire Machine Learning Engineers -



# Machine learning 机器学习

A form of artificial intelligence, machine learning is revolutionizing the world of computing as well as all people's digital interactions. By making it possible to quickly, cheaply and automatically process and analyze huge volumes of complex data, machine learning is critical to countless new and future applications.

Machine learning powers such innovative automated technologies as recommendation engines, facial recognition, fraud protection and even self-driving cars. 机器学习是人工智能的一种形式，它正在革新计算世界以及所有人的数字互动。通过使快速，便宜和自动处理和分析大量复杂数据成为可能，机器学习对于无数新的和未来的应用至关重要。机器学习被用于推荐引擎，面部识别，欺诈保护甚至自动驾驶汽车等创新自动化技术。

# Course Objective 课程目标

This 2-day program introduces Machine Learning (ML) within the context of its business applications. It provides participants with examples of how ML is currently used in organizations, and will guide participants to understand how ML can be used to improve business strategy and achieve competitive advantage. This case-study and example-rich program will guide participants through the construction of a roadmap for using ML to achieve competitive advantage within a business context. 这个2天的课程介绍机器学习(ML)的商业应用。让参与者了解机器学习目前在组织中的应用案例,并将指导参与者了解机器学习如何用于改善业务战略并实现竞争优势。结合案例教学和丰富的实际应用,这个课程将指导参与者通过构建ML路线图在商业环境中实现竞争优势。

# Who Should Take This Course 学习对象

- Founders and business owners who want to understand machine learning in business applications 想了解机器学习的商业应用的创始人或企业主
- CEOs, VPs, Directors, and Managers at all level 首席执行官, 副总, 总监, 和各级别的经理
- Project Managers who want to know machine learning project management 希望了解机器学习项目管理的项目管理经理
- Data scientists, data specialists, and data analysts who want to better communicate with senior management team regarding machine learning initiatives 想要更好地与高级管理团队就机器学习计划进行沟通的数据科学家, 数据专家和数据分析师
- Experienced professionals who would like to harness machine learning in their fields to get more insights 想要在他们的领域利用机器学习来获得更多的见解的有经验的专业人士

# Learning Outcome 学习成果

- Understand the key concepts in machine learning and related business applications  
了解机器学习的关键概念和相关的商业应用
- Decide if an application of machine learning is appropriate in an organization. 判断机器学习的应用在组织中是否合适
- Understand how to evaluate the strategic, business, technical, and other aspects of a business application for machine learning 掌握如何从战略, 商业, 技术和其他方面评估机器学习在商业中的应用
- Know how to develop a roadmap for a business to gain strategic advantage through the use of machine learning 知道如何通过使用机器学习制定业务路线图来获得战略优势

# Course Outline 课程大纲

Module 1: Introduction to Machine Learning and its key concepts and features

机器学习介绍及其关键概念和特征

Module 2: Business applications of Machine Learning 机器学习的商业应用

Module 3: Use cases 应用案例解析

Module 4: What's the role of top management 最高管理层的角色是什么

Module 5: Decide if an application of machine learning is appropriate in an organization 判断机器学习的应用在组织中是否合适

Module 6: Machine Learning project management 机器学习项目管理

Module 7: Roadmap development 线路图开发

Module 8: Reinforcement Learning 强化学习



# Enterprise Programs 企业项目

- We offer customized internal machine learning training programs based on your company's challenges and/or existing projects. 我们根据贵公司的挑战或现有项目为您量身定制机器学习培训课程。
- We offer talent acquisition orientation programs to help companies identify and train their ideal machine learning candidates. 我们提供企业引才和入职培训帮助公司发现和培训机器学习专才。
- We offer machine learning and big data consulting services to help companies solve their current challenges and equip their project members with latest, most appropriate, and cost effective knowledge and solutions. 我们提供机器学习和大数据咨询服务帮助公司解决他们的现有难题，并培训项目团队成员，提供最前沿，最合适和最节约成本的解决方案。
- We can co-develop your required machine learning solutions 我们可以和公司联合开发机器学习解决方案。
- We accept contracts and/or OEM opportunities 我们接受项目合同或者OEM的机会。

# Teachers Team 师资力量

- Machine Learning and Data Science Professors from top North American universities 北美知名高校机器学习和数据科学教授团队
- IBM Research Scientist IBM 研究科学家
- Intel Research Scientist Intel 研究科学家
- Patent inventors 专利发明人
- Machine Learning and Big Data Scientists from top tech companies i.e. Amazon, Google 来自顶尖科技公司例如亚马逊, 谷歌的数据科学和大数据科学家
- Machine Learning and Data Science PhDs from top North American universities 北美知名高校机器学习和数据科学博士生团队
- Available teaching languages: English, Chinese, French, and Arabic 可选的教学语言: 英语, 中文, 法语和阿拉伯语