



POST GRADUATE PROGRAM IN
AI FOR LEADERS

AI PROGRAM FOR BUSINESS LEADERS AND PROFESSIONALS

-
- ☛ **Online Flexible Program**
 - ☛ **AI Beyond Classroom Sessions**
 - ☛ **No Programming Experience Required**

TRANSFORMING LEADERSHIP WITH AI IN THE DIGITAL AGE

Artificial Intelligence (AI), poised to revolutionize industries worldwide, continues its rapid evolution. AI's trajectory indicates a deeper integration into business operations, spanning from augmenting customer experiences to streamlining internal processes.

An extensive study by PwC predicts a \$15.7 trillion potential contribution of AI towards the global economy. 45% of total economic gains by 2030 will come from product enhancements. All driven by AI.

Organizations are already automating mundane tasks, improving communications, personalizing market efforts and optimizing strategies.

But the success of the AI efforts of any company hinges on the leadership behind it. And so, the stage is set for business leaders who see beyond and are willing to upgrade their arsenal with AI.

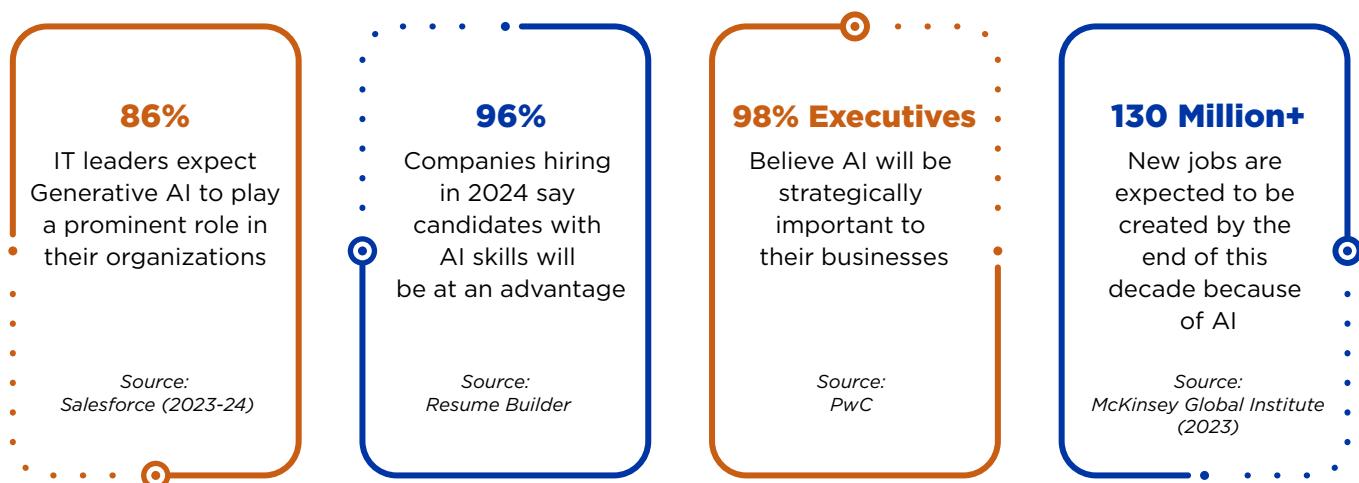


ABOUT THE PROGRAM

The **Post Graduate Program in AI for Leaders** is a 4-month intensive online program where professionals learn to adapt to the changing market conditions, outsmart competitors and build superior products by leveraging AI. Through a blend of conceptual learning and real-world case studies, learners get to engage in immersive scenarios demonstrating AI's impact on business outcomes.

The program caters to non-technical business professionals like managers, directors, category managers, CXOs, delivery managers, senior managers, and team leads who want to harness AI's potential in their daily decision-making processes.

Navigating the demands of a leadership position while prioritizing professional growth can be challenging. Our flexible online program is designed to empower leaders to seamlessly integrate learning into their busy schedules. Throughout the program, participants will benefit from access to seasoned faculty and industry experts who offer personalized mentorship, clarify doubts, and help them make progress in their upskilling journey.



POST GRADUATE PROGRAM FROM A TOP-RATED UNIVERSITY

The post graduate program in Artificial Intelligence for Leaders by UT Austin focuses on empowering professionals to develop holistic understanding of AI and its implications across businesses.

Explore this transformative journey through key features:



FLEXIBLE LEARNING

Recorded Lectures + Live Mentored Learning



REAL-WORLD EXPOSURE

4 Real-world Projects + Capstone Project



FOR WORKING PROFESSIONALS

4-Month Online Program Designed for Working Professionals



LIVE MENTOR-LED SESSIONS

Reinforce Learnings with an Industry Perspective



PERSONALIZED SUPPORT

Guidance from Experts & Dedicated Program Support



UT AUSTIN ADVANTAGE

Globally Recognized Certificate from UT Austin



THE UT AUSTIN ADVANTAGE

Founded in 1883 and home to more than 51,000 students and 3,000 teaching faculty, The University of Texas at Austin is one of the leading public universities in the United States. With a proven track record of success, cutting-edge research, and teaching methods, you can be confident that you are learning from the best of the best.

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QS World University rankings for MS in Business Analytics

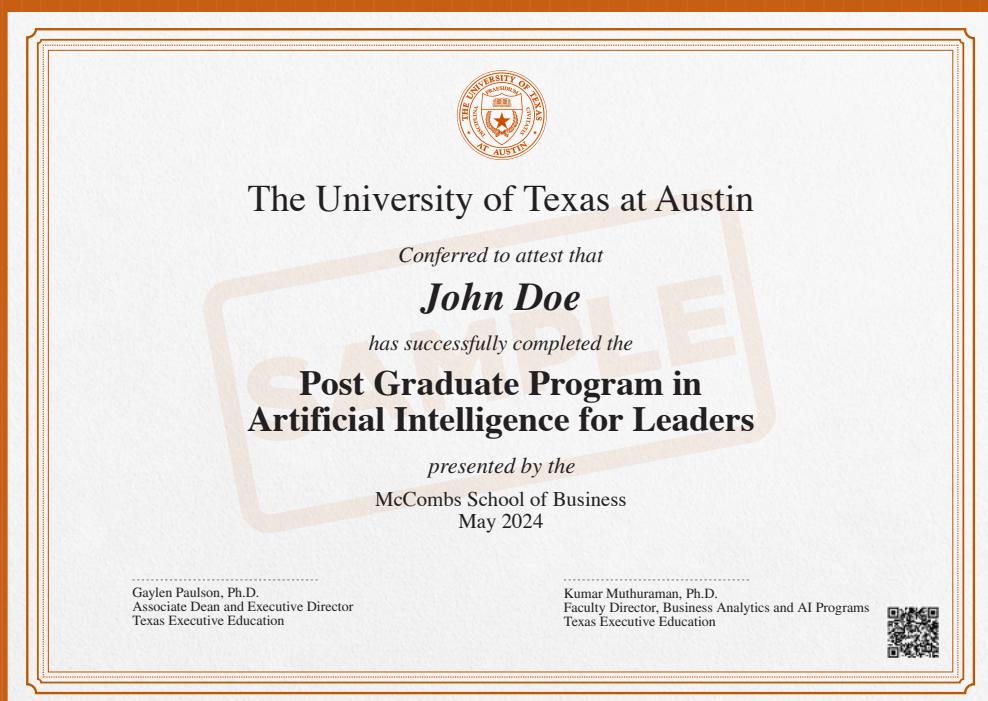
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Financial Times, Executive Education - Custom Programs

#10

US News & World report for UG programs in Artificial Intelligence

GLOBALLY RECOGNIZED CERTIFICATE IN AI



WHO IS THIS PROGRAM FOR

This program empowers professionals to cultivate a holistic understanding of AI and its wide-ranging implications in diverse business contexts. Tailored for professionals with diverse backgrounds, it is well-suited for:

- ☛ Business leaders who want to leverage the power of AI to build products and services
- ☛ Operations, Delivery and Product Managers interested in quickly getting a product off the ground
- ☛ Entrepreneurs, Consultants, and Solution-builders who want the ability to quickly build working prototypes or early products without needing large data teams
- ☛ Working professionals and marketers aspiring to lead AI and data-driven teams and build innovation initiatives using AI technologies

KEY PROGRAM OUTCOMES

- ☛ Develop a holistic understanding of AI's vast landscape, discovering its transformative potential across diverse business scenarios
- ☛ Identify, scope, evaluate, and manage AI projects without the need for coding, empowering professionals to drive innovation
- ☛ Propel organizations towards AI excellence, taking the lead in building innovative AI-enabled products and services
- ☛ Skillfully organize and manage cross-functional AI teams, fostering seamless collaboration and efficient project execution



INDUSTRY-RELEVANT CURRICULUM

COURSE 1: THE BUSINESS OF AI

Delve into AI project development, assess business impact, and explore case studies illuminating AI applications and limitations. Create effective POC (Proof of Concept) plans, understanding market dynamics, and utilize data for decision-making steering the business into the future of AI.

Key Takeaways

- ☛ Understand the basics of AI and its rapid growth
- ☛ Explore practical applications and limitations of AI in business
- ☛ Engage in the step-by-step process of developing an AI project
- ☛ Evaluate ROI, threats & opportunities
- ☛ Develop a POC outline, evaluate solutions, and assess market potential
- ☛ Create a roadmap for product development and expansion

COURSE 2: DATA MODELING

Develop skills in uncovering patterns and making informed, data-driven decisions. Explore Regression, including multivariate Linear Regression, and delve into classification using Logistic Regression. Gain practical insights for personalized solutions and unlock new possibilities within your data.

Key Takeaways

- ☛ Understand data objects and visual metrics for data interpretation
- ☛ Explore Data Visualization and manipulation
- ☛ Learn Machine Learning fundamentals and Regression techniques
- ☛ Delve into Logistic Regression and evaluate classification models
- ☛ Assess different performance measures—precision and recall
- ☛ Engage in case study sessions with experts to apply concepts

COURSE 3: NEURAL NETWORKS & ENSEMBLE TECHNIQUES

Understand how neural networks mimic human thinking for better decision-making. Learn to build, train, and optimize neural networks, correcting prediction errors. Explore Decision Trees, including CART and pruning techniques, and advance to Random Forests for more accurate guesses.

Key Takeaways

- ☛ Gain foundational knowledge on Neural Networks
- ☛ Explore techniques for optimizing Neural Networks
- ☛ Dive into Decision Trees and learn about Pruning techniques
- ☛ Delve into Logistic Regression and evaluate classification models
- ☛ Understand ensemble techniques as a powerful tool in Machine Learning
- ☛ Solidify understanding of these concepts using case studies

COURSE 4: DISCOVERING PATTERNS IN DATA

Explore clustering to unveil hidden data patterns, mastering the grouping, scaling, and visualization of similar data points for strategic decisions. Dive into recommendation systems using content-based and collaborative filtering for anticipating customer preferences. Learn to leverage data for business growth and build effective systems.

Key Takeaways

- ☛ Gain expertise in K-Means clustering, scaling, and visual analysis
- ☛ Learn content-based and collaborative filtering
- ☛ Understand similarity measures, and explore hybrid systems
- ☛ Understand the real-world applications of clustering and reinforce knowledge
- ☛ Develop practical skills in applying clustering and recommendation systems

COURSE 5: DEEP LEARNING FOR LEADERS

Unlock insights with NLP tasks like sentiment analysis and machine translation. Develop practical models for data-driven decisions. Explore Computer Vision, decoding images and videos with transformative applications in self-driving cars and virtual reality, enhancing business with visual data.

Key Takeaways

- ☛ Understand NLP fundamentals and methodologies for problem-solving
- ☛ Learn techniques for text extraction and web scraping in NLP
- ☛ Engage in the practical process of building NLP models
- ☛ Explore basics of Computer Vision (CV) and its problem types
- ☛ Delve into the workings of Convolutional Neural Networks in CV
- ☛ Apply concepts through case studies and gain insights from experts

ENHANCE KNOWLEDGE WITH SELF-PACED MODULES



AI ESSENTIALS

Concepts: Role of Data Statistical Techniques, Paradigms in Data Science, Data-Driven Solutions, Lifecycle of Solutions.



GENERATIVE AI

Concepts: Introduction to Generative AI, Introduction to ChatGPT, Generative AI - Demos



BUILDING AI TEAMS

Concepts: Service Vs Product Companies, AI Team Composition, Centralized Vs Distributed AI Teams, Handling Resistance, Handling Resistance From Management, Managing Portfolio of Projects, Scaling AI Teams



AI IN PRACTICE

Concepts: Applications of Transfer Learning, Dealing with Imbalanced Data: Data Augmentation, Model Deployment, Modes of Training, Serialization, Model Monitoring and Recalibration.

BUILD INDUSTRY-RELEVANT SKILLS WITH EXCLUSIVE SESSIONS AND PROJECTS

Hands-on format engages learners through practical, real-world experiences, fostering a deeper understanding of concepts and applicable skills. Here are a few sample hands-on projects:



LOAN DEFAULT PREDICTION

Build classification and regression models to redefine the loan approval and loan pricing strategy to minimize loss due to loan default for an auto finance company.

Concepts: Exploratory Data Analysis, Data Preprocessing, Logistic Regression, Linear Regression, Model Evaluation, Classification, Regression



SALES LEAD CONVERSION PREDICTION

Build a classification model to predict the conversion of sales leads enabling the company to optimize resource allocation.

Concepts: Exploratory Data Analysis, Data Preprocessing, Decision Trees, Random Forest, Model Evaluation, Classification



CUSTOMER SEGMENTATION

Identify the various segments of customers to expand its credit card customer base by targeting new customers and upselling to existing customers.

Concepts: Exploratory Data Analysis, Data Preprocessing, K-Means Clustering, Cluster Profiling



NEWS ARTICLE CLASSIFICATION

Leverage Natural Language Processing (NLP) techniques to classify news articles. Build a classification model to predict the relevance of articles to the US economy, enabling investors to make informed decisions.

Concepts: Exploratory Data Analysis, Data Preprocessing, Model Building & Evaluation

*These are a few sample projects learners can expect.

EXCLUSIVE 'AI BEYOND THE CLASSROOM' SESSIONS



AI FOR BUSINESS VALUES

Explore the synergy between data and AI for informed decisions, streamlined processes, and personalized experiences. Dive into the industry implications of AI, emphasizing leaders' roles in responsible implementation.



GENERATIVE AI: WHAT, WHY AND SO WHAT FOR AI LEADER

Learn the intricacies of developing impactful GenAI use cases from industry experts. Understand how to assemble an adept team, navigate data complexities, and consider infrastructure and cost implications. Delve into constraints, feasibility factors, and strategies for successful use case development and adoption.



AI USE CASES

Discover impactful AI use cases across diverse industries curated by experienced mentors. Prioritize business impact and witness AI's efficacy in addressing real-world challenges. Gain firsthand insights into implemented solutions and tangible benefits.



BUILDING AI TEAMS

Unlock effective AI team structures, roles, and hiring strategies. Seamlessly integrate data science, employ communication tools, and motivate your team. Discover tech-powered solutions to build, manage, and unleash your AI powerhouse.



STRATEGIC MLOPS

Identify business wins and challenges with Machine Learning (ML). Evaluate solutions and apply MLOps strategies. Delve into key topics like MLOps demystified, effective ML operationalization, navigating DevOps vs MLOps, and overcoming implementation challenges.



ETHICS AND AI GOVERNANCE

Explore ethically designed and secure AI systems for success, trust-building, and risk mitigation. Gain insights into key principles, industry best practices, and practical implementation strategies. Learn from real-world case studies and expert guidance to responsibly navigate the future of AI, ensuring progress and innovation.

LEARNING JOURNEY



HIGHLY RATED ON-DEMAND LECTURES

Consume recorded video lectures curated by leading faculty and industry experts



HANDS-ON LEARNING WITH PROJECTS

Test your understanding with quizzes and work on exercises through projects



PERSONALIZED MENTOR SUPPORT

Attend live mentor-led sessions to enhance learnings of the week



360° UNIQUE PROGRAM SUPPORT

Stay on the track and get all your academic and non-academic queries answered by a dedicated Program Manager



LEARN FROM THE BEST IN ACADEMIA

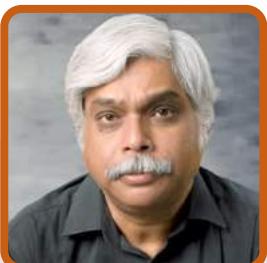
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**JEREMY
SAMUELSON**

Principal Data Scientist
& ML Engineer,
Equifax

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TRUSTED BY THOUSANDS OF PROFESSIONALS ACROSS THE GLOBE



TAUHID ABDDUL JALIL

Principal Solutions Consultant
Laiye

“ This program's curriculum and content are really well-organized throughout. I am very impressed by all of the bite-sized modules and video lectures that made it easier to understand each technology's underlying principles. ”



HUGH J HANLON

Booz Allen Hamilton

“ The instructors and guest speakers were highly qualified and delivered impactful presentations. I gained a better understanding of AI, integrating it into business, and building an AI team. I highly recommend this program to business leaders who want to understand AI processes and limitations before undergoing AI projects. ”



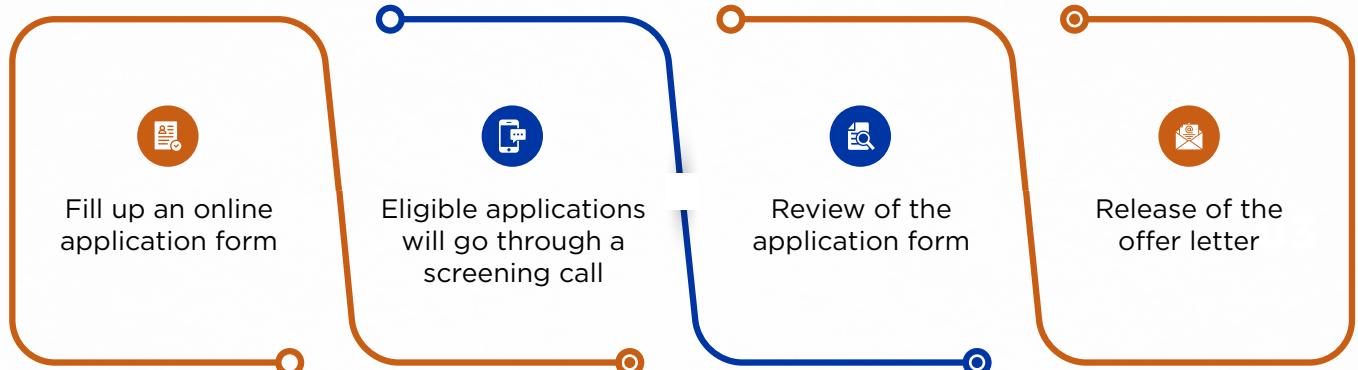
RAGHAVENDRA P SETTY

Vice President
Charles Schwab & Co. In.

“ The program has been an excellent learning experience, covering the subject with the right balance of depth and breadth. The mentor sessions were invaluable, providing real-world insights, and the mentors were patient in answering all our questions. I highly recommend this program to any leader taking charge of AI initiatives. ”

ADMISSION PROCESS

The admission process is conducted on a rolling basis and will be closed once the requisite number of candidates are enrolled in the program.



PROGRAM FEES

USD 2950

For more information on offers, payment plans and financial assistance eligibility, get in touch with a program advisor.



ABOUT GREAT LEARNING



Great Learning is a leading global ed-tech company for professional and higher education. It offers comprehensive, industry-relevant programs across various cutting-edge Technology, Data, and Business domains. These programs are developed in collaboration with the world's foremost academic institutions such as Stanford Executive Education, MIT Professional Education, Wharton Online, The University of Texas at Austin, Northwestern School of Professional Studies, National University of Singapore, Deakin University, IIT Madras, IIT Roorkee, Great Lakes Institute of Management, and more. They are constantly reimagined and revamped to address the dynamic needs of the industry. Offered in blended, classroom and purely online modes, these programs are delivered with the help of expert mentors and highly qualified faculty. Great Learning is on a mission to enable transformative learning and career success in the digital economy and has impacted 9.9 million+ learners from over 170 countries.



9.9 Mn+
Learners



170+
Countries



6700+
Industry Experts



3500+
Companies Hire
from us



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Company
of the Year***

* Indian Education
Awards 2022



**Best Online Skills
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**Best Ed-tech
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of the Year***

* EdTech Review
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