

AI in Business

AI is everywhere and changing all aspects of business, from personal productivity to team workflows and new customer experiences. This class will cover all aspects of how to lead the development and deployment of an AI-based solution to business problems. We will learn the science underlying machine learning and large language models. We will learn which use cases are solvable and which are not. We will build agent prototypes. We will discuss the latest trends across all industries as well as the ethical considerations of deploying this technology everywhere.

Winter 2026

Full-time MBA: Tuesday and Thursday at 8.30am

Evening MBA: Tuesdays at 6pm

gilbert@uw.edu

Machine Learning

ML is the science that underlies it all: how to scale the learning of patterns in historical data by a computer-based algorithm in order to predict a specific quantity in the future. ML still solves many business use cases.

We will build ML systems with minimal coding.

Generative AI

Product managers leading AI initiatives are nowadays asked to put genAI everywhere, but it is not the solution to all business problems.

We will learn how large language models are trained and hence how they can best be used in business.

We will build prototype applications without any coding.

Agentic AI

Agents are the latest and greatest. With an LLM as its brain, an agent can plan a series of steps and take actions using tools at its disposal. This technology opens the door to solve many much more complex business use cases.

We will build agents without any coding.