ARTIFICIAL INTELLIGENCE: BUSINESS STRATEGIES AND APPLICATIONS

Program Topics

The Artificial Intelligence program curriculum covers the following topics:

Topic 1 | Introduction – AI and Business
Topic 2 | Machine Learning Basics
Topic 3 | Neural Networks and Deep Learning
Topic 4 | Key Applications: Computer Vision & Natural Language Processing
Topic 5 | Robotics
Topic 6 | AI Strategy
Topic 7 | AI and Organizations: Building Your AI Team
Topic 8 | The Future of AI in Business
Topic 9 | Capstone Business Challenge Project

Across the eight modules, you will develop and refine an AI-related project or initiative for your own organization. The project culminates in a business case and plan that uses AI to transform at least one aspect of the business. The plan can be put into action after elements are tested throughout the program. If you do not have an organizational project or initiative to develop, faculty will provide project ideas.

Visit the program page at: https://executive.berkeley.edu/programs/artificial-intelligence-business-strategies-and-applications