

AI Fundamentals For Business Professionals

Business-ready skills for growth, operations, and

A practical, student-friendly outline covering introduction to AI in Business, implementing AI in Business, AI for Marketing and Sales, AI Applications...

MODULES

8

LESSONS

38

FORMAT

Self-paced

Module Breakdown

<p>MODULE 1</p> <p>Introduction to AI in Business</p> <ul style="list-style-type: none">1.1 Introduction to AI in Business1.2 Understanding the Basics of AI1.3 Exploring the Role of AI in Business1.4 Identifying the Benefits of AI in Business1.5 Whiteboard - How Does AI Actually Work?1.6 Demonstration - Google Bard AI	<p>MODULE 2</p> <p>Implementing AI in Business</p> <ul style="list-style-type: none">2.1 Implementing AI in Business2.2 Preparing Your Business for AI Integration2.3 Whiteboard AI Strategy2.4 Identifying the Best AI Tools for Your Business
<p>MODULE 3</p> <p>AI for Marketing and Sales</p> <ul style="list-style-type: none">3.1 Demonstration - Hacksocial AI3.2 How AI Can Help Your Marketing and Sales Efforts3.3 Exploring AI-Driven Customer Insights and Targeting3.4 Examples AI Sales Tools in 20233.5 Optimizing Your Marketing and Sales Strategies with AI3.6 Demonstration - RegieAI Sales Workflows	<p>MODULE 4</p> <p>AI Applications in Human Resources</p> <ul style="list-style-type: none">4.1 AI Applications in Human Resources4.2 Using AI for Talent Acquisition and Recruitment4.3 Optimizing Performance Management with AI4.4 Enhancing Employee Engagement with AI4.5 Whiteboard - Resume Filtering with AI

Module Breakdown (continued)

<p>MODULE 5</p> <p>AI for Operations and Supply Chain Management</p> <ul style="list-style-type: none">5.1 AI for Operations and Supply Chain Management5.2 How AI Can Improve Your Operations and Supply Chain Management5.3 Exploring AI-Driven Predictive Maintenance and Quality Control5.4 Optimizing Your Operations and Supply Chain Strategies with AI	<p>MODULE 6</p> <p>AI for Finance and Accounting</p> <ul style="list-style-type: none">6.1 AI for Finance and Accounting6.2 How AI Can Streamline Your Finance and Accounting Processes6.3 Exploring AI-Driven Fraud Detection and Risk Management6.4 Personal Finance AI Applications6.5 Optimizing Your Finance and Accounting Strategies with AI6.6 Demonstration - Using Bing AI Chatbot for Personal Finance
<p>MODULE 7</p> <p>The Future of AI in Business</p> <ul style="list-style-type: none">7.1 The Future of AI in Business7.2 Latest Developments in AI Technology7.3 Implications of AI for Business and Society7.4 Discussion - Developing an AI Strategy	<p>MODULE 8</p> <p>Course Closeout</p> <ul style="list-style-type: none">8.1 Course Closeout8.2 Course Review8.3 Course Closeout