Artificial Intelligence

Business & Non-Technical Professionals

KKR
GENAi
INNOVATIONS

MODULE 1

Introduction to Artificial Intelligence

1.1 What is AI?

☑ Definition and key concepts.
☑ History and evolution of AI.

1.2 AI in Everyday Life

☑ Real-world applications (e.g., voice assistants, recommendation systems).
☑ Impact on various industries (e.g., finance, healthcare, retail).

MODULE 2

Understanding AI in Business

2.1 The Role of AI in Business

☑ How AI is transforming business operations.
☑ Case studies of successful AI implementation in business.

2.2 AI vs Traditional Analytics

☑ Differences between AI and traditional data analytics.
☑ Benefits of AI in decision-making.

MODULE 3

AI Tools for Non-Technical Users

3.1 No-Code and Low-Code AI Platforms

☑ Introduction to platforms like DataRobot, H2O.ai, and MonkeyLearn.
☑ How to use these platforms to build simple AI models without coding.

3.2 AI-Powered Business Tools

☑ Overview of tools like Salesforce Einstein, Zoho AI, and IBM Watson.
☑ Practical examples of how these tools can enhance business operations.

MODULE 4

AI in Marketing and Customer Service

4.1 AI for Personalized Marketing

☑ How AI can be used for customer segmentation & personalized marketing.
☑ Tools: HubSpot, Adobe Sensei.

4.2 Chatbots and Virtual Assistants

☑ Using AI-powered chatbots for customer service.
☑ Tools: Drift, Intercom, and ChatGPT-powered solutions.

MODULE 5

AI Ethics and Responsible AI

5.1 Understanding AI Ethics

☑ The importance of ethical considerations in AI.
☑ Bias in AI and how to mitigate it.

5.2 Regulations and Compliance

☑ Overview of global AI regulations (e.g., GDPR, CCPA).
☑ Ensuring compliance in AI-driven business operations.

MODULE 6

AI and Data Privacy

6.1 Data Privacy Concerns

☑ The importance of data privacy in AI.
☑ Understanding data protection regulations.

6.2 Tools for Data Privacy

☑ Introduction to privacy-preserving AI tools and techniques
(e.g., differential privacy, federated learning).

Implementing AI in Your Business

7.1 Identifying AI Opportunities

☑ How to identify areas in your business where AI can add value.

☑ Developing an AI strategy.

7.2 Building an AI Team

☑ Roles and skills needed for an AI project.

☑ Collaborating with AI vendors and consultants.

Future of AI in Business

8.1 Emerging AI Trends

☑ Discussion on emerging trends like AI in the Metaverse, AI in blockchain, and AI for sustainability.

8.2 Preparing for the Future

☑ How businesses can stay ahead in the AI revolution.

☑ Continuous learning and upskilling.

Course Duration:

Duration: 8 weeks

Format: Online/Hybrid

Assessment: Quizzes, Case Studies, Capstone Project

Additional Resources:

☑ Books: "AI Superpowers" by Kai-Fu Lee, "Prediction Machines" by Ajay Agrawal.

☑ Podcasts: "AI in Business", "The AI Alignment Podcast".

☑ Online Communities: AI for Business LinkedIn Group, AI in Business Reddit Forum.

Tools and Technologies Covered:

☑ DataRobot, H2O.ai, MonkeyLearn, Salesforce Einstein, Zoho AI, IBM Watson, HubSpot, Adobe Sensei, Drift, Intercom.

This plan provides a comprehensive overview of AI tailored for business and non-technical professionals, focusing on practical applications, tools, and ethical considerations. Let me know if you would like to adjust or add anything!

Artificial Intelligence

For Business & Non-technical
Professionals Course Plan

16

Weeks

MODULE 1
Introduction to Artificial Intelligence (Weeks 1-2)

Week 1
What is AI?

Lecture Topics:

☑ Definition of AI and key concepts (Machine Learning, Deep Learning, NLP).
☑ History of AI and its evolution over the decades.

Activities:

☑ Interactive discussion on current AI trends.
☑ Reading Assignment: "A Brief History of AI".
☑ Case Study: Explore AI's impact on a traditional industry (e.g., Manufacturing).

Week 2: AI in Everyday Life

Lecture Topics:

☑ Overview of AI in daily applications (voice assistants, recommendation systems).
☑ Impact of AI on various industries (healthcare, finance, retail).

Activities:

☑ Group activity: Identify AI applications in daily life.
☑ Practical Assignment: Analyze how AI is used in a specific industry.
☑ Quiz on AI basics.

MODULE 2
Understanding AI in Business (Weeks 3-4)

Week 3
The Role of AI in Business

Lecture Topics:

☑ How AI is transforming business operations (automation, decision-making).
☑ Case studies of successful AI implementation in business (e.g., Amazon, Google).

Activities:

☑ Group discussion on how AI can solve business challenges.
☑ Reading Assignment: "The AI Advantage".
☑ Video: AI in Business by Andrew Ng.

Week 4: AI vs Traditional Analytics

Lecture Topics:

☑ Differences between AI and traditional data analytics.
☑ Benefits and limitations of AI in decision-making processes.

Activities:

☑ Hands-on Session: Compare results from AI and traditional analytics tools.
☑ Case Study: AI in predictive analytics.
☑ Quiz on AI applications in business.

MODULE 3

AI Tools for Non-Technical Users (Weeks 5-6)

Week 5 No-Code & Low-Code AI Platforms

Lecture Topics:

☑ Introduction to platforms like DataRobot, H2O.ai, and MonkeyLearn.
☑ Building simple AI models without coding.

Activities:

☑ Workshop: Create a basic AI model using a no-code platform.
☑ Reading Assignment: "The Rise of No-Code AI Tools".
☑ Guest Speaker: AI in Business Without Coding (Industry Expert).

Week 6: AI-Powered Business Tools

Lecture Topics:

☑ Overview of tools like Salesforce Einstein, Zoho AI, and IBM Watson.
☑ Practical examples of how these tools can enhance business operations.

Activities:

☑ Demo: Exploring AI features in Salesforce Einstein and Zoho AI.
☑ Case Study: Implementing AI in CRM.
☑ Quiz on AI tools for business.

MODULE 4
AI in Marketing & Customer Service
(Weeks 7-8)

Week 7
AI for Personalized Marketing

Lecture Topics:

☑ How AI can be used for customer segmentation and personalized marketing.
☑ Overview of marketing tools like HubSpot and Adobe Sensei.

Activities:

☑ Workshop: Design a marketing campaign using AI tools.
☑ Group Activity: Analyze the impact of AI on customer engagement.
☑ Reading Assignment: "AI in Marketing: A Practical Guide".

Week 8: Chatbots and Virtual Assistants
Lecture Topics:

☑ Using AI-powered chatbots for customer service.
☑ Tools like Drift, Intercom, and ChatGPT-powered solutions.

Activities:

☑ Practical Session: Create a simple chatbot for customer service.
☑ Case Study: Success stories of AI chatbots in business.
☑ Quiz on AI in marketing and customer service.

MODULE 5
AI Ethics & Responsible AI (Weeks 9-10)

Week 9
Understanding AI Ethics

Lecture Topics:

☑ The importance of ethical considerations in AI.
☑ Bias in AI and how to mitigate it.

Activities:

☑ Group Discussion: Ethical dilemmas in AI.
☑ Reading Assignment: "Ethics of Artificial Intelligence and Robotics".
☑ Case Study: Bias in AI systems and its impact.

Week 10: Regulations and Compliance
Lecture Topics:

☑ Overview of global AI regulations (e.g., GDPR, CCPA).
☑ Ensuring compliance in AI-driven business operations.

Activities:

☑ Workshop: Understanding GDPR and its implications for AI.
☑ Group Activity: Debate on AI regulation and business innovation.
☑ Quiz on AI ethics and regulations.

MODULE 6
AI & Data Privacy
(Weeks 11-12)

Week 11
Data Privacy Concerns

Lecture Topics:

☑ The importance of data privacy in AI.
☑ Understanding data protection regulations.

Activities:

☑ Practical Session: Identify potential privacy risks in AI applications.
☑ Reading Assignment: "Data Privacy in the Age of AI".
☑ Guest Speaker: Data Privacy and AI (Legal Expert).

Week 12: Tools for Data Privacy

Lecture Topics:

☑ Introduction to privacy-preserving AI tools and techniques (e.g., differential privacy, federated learning).
☑ Case studies of privacy-focused AI applications.

Activities:

☑ Hands-on Session: Implement basic privacy-preserving techniques.
☑ Group Activity: Discuss the balance between AI innovation and privacy.
☑ Quiz on data privacy in AI.

MODULE 7
Implementing AI in Your Business (Weeks 13-14**)**

Week 13
Identifying AI Opportunities

Lecture Topics:

☑ How to identify areas in your business where AI can add value.

☑ Developing an AI strategy tailored to your business needs.

Activities:

☑ Workshop: Create a roadmap for AI implementation in your business.

☑ Case Study: AI strategy development in different industries.

☑ Reading Assignment: "AI in Business Strategy".

Week 14: Building an AI Team

Lecture Topics:

☑ Roles and skills needed for an AI project.

☑ Collaborating with AI vendors and consultants.

Activities:

☑ Group Activity: Design a team structure for an AI project.

☑ Practical Session: Evaluate AI vendors and choose the right partner.

☑ Quiz on AI strategy and team building.

MODULE 8
Future of AI in Business
(Weeks 15-16**)**

Week 15
Emerging AI Trends

Lecture Topics:

☑ Discussion on emerging trends like AI in the Metaverse, AI in blockchain, and AI for sustainability.

☑ How these trends are expected to impact businesses.

Activities:

☑ Group Discussion: Future-proofing your business with AI.

☑ Case Study: Early adopters of emerging AI trends.

☑ Reading Assignment: "The Future of AI in Business".

Week 16: Preparing for the Future

Lecture Topics:

☑ How businesses can stay ahead in the AI revolution.

☑ Continuous learning and upskilling for a changing landscape.

Activities:

☑ Capstone Project Presentation: Propose an AI solution for a business challenge.

☑ Final Assessment: Comprehensive quiz on all modules.

☑ Feedback Session and Course Wrap-up.

Course Duration

☑ **Duration**: 16 weeks
☑ **Format**: Online/Hybrid
☑ **Assessment**: Weekly quizzes, case studies, hands-on workshops, and a final capstone project.

Additional Resources:

☑ **Books**: "AI Superpowers" by Kai-Fu Lee, "Prediction Machines" by Ajay Agrawal.
☑ **Podcasts**: "AI in Business", "The AI Alignment Podcast".
☑ **Online Communities**: AI for Business LinkedIn Group, AI in Business Reddit Forum.

Tools & Technologies Covered:

☑ **Platforms**: DataRobot, H2O.ai, MonkeyLearn, Salesforce Einstein, Zoho AI, IBM Watson.
☑ **Marketing & Customer Service Tools**: HubSpot, Adobe Sensei, Drift, Intercom.
☑ **Privacy & Ethics**: Differential privacy tools, GDPR compliance tools.

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