

ARTiBA™ Certificate in AI Engineering for Business and Management

Duration: 3 days Live online

Course Overview

Artificial Intelligence (AI) and Machine Learning (ML) are transforming industries, tackling challenges like detecting fraud and diagnosing diseases. The business landscape is driven by three key advancements: abundant data, powerful computing, and sophisticated algorithms. Organisations adopting AI can gain a competitive edge, yet a growing skills gap hinders their potential.

The Artificial Intelligence Engineering in Business program equips professionals with the knowledge to align AI initiatives with organisational goals. Over five weeks, you'll explore foundational AI concepts and analyse industry-specific case studies guided by faculty experts. You'll be prepared to craft an AI implementation roadmap and lead organisational change by the program's conclusion.

Who should attend?

This program is ideal for:

- CIOs, CEOs, GMs, and CFOs: Learn to integrate AI into business strategies and prioritise investments.
- Business Leaders and Strategists: Discover how AI solves critical challenges and creates value.
- Digital Transformation Specialists: Enhance your expertise in AI implementation.
- Consultants: Gain insights to provide AI integration services across industries.
- Data Scientists and AI/ML Specialists: Align technical skills with strategic business objectives.

Prerequisites & pre-reading guidelines

No specific prerequisites are required, but a keen interest in AI is recommended.

Related courses

After completing this course, you may consider:

- Data Analytics and Literacy Fundamentals

How certification is earned

Certification is provided by the Artificial Intelligence Board of America (ARTiBA™) through an e-proctored exam. Preparation includes:

- Study guides and 600+ sample questions.
- Personalised support from an AiE® Coach.
- A two-week intensive preparation phase leading to the Week 7 exam.

The AiE® Certification is aimed at those who practice and use AI regularly.

Context

Dive into the world of Artificial Intelligence (AI) with our comprehensive AI Engineering course, covering the essentials of Machine Learning, Neural Networking, AI strategies and sophisticated algorithms. Learn to create an AI Implementation Roadmap for seamless AI Integration, understand the AI challenges and AI Risks covered in the EU AI Act, and develop the skills needed for AI Leadership. With a focus on powerful computing and AI Maturity, this course prepares you for real-world problems using cutting-edge AI technologies.

Course Objectives

Upon completing the program, participants will:

- Make AI-enhanced decisions: Select algorithms to address specific business challenges.
- Gain cross-industry insights: Explore case studies highlighting AI's problem-solving capabilities.
- Upgrade practical skills: Lead AI transformations within your organisation.
- Plan for AI's future: Develop and implement AI strategies focusing on change management.

Course Outline

Module 1: The Business Case for AI

- Understand AI's role in business.
- Define AI and its related concepts.
- Assess AI's suitability for solving business problems.
- Explore the applications of Big Data in business.

Module 2: AI Strategy to Manage Change

- The value that AI could bring to an organisation – think data
- Develop an AI Strategy.
- Bringing the Organisation and People on the AI Journey
- Build an AI Roadmap to Implement your Strategy

Module 3: AI Regulation, Governance and Ethics

- EU AI Act and Regulatory Considerations
- AI Risks and Ethical considerations.
- Data selection's role in shaping AI outcomes.
- The consequences of AI solutions.

Module 4: AI Algorithms – Learning and Problem-Solving

- Learn ML fundamentals and their business applications.
- Explore supervised and unsupervised learning.
- Understand deep learning and natural language processing.
- Choose the correct algorithm for specific scenarios.
- AI Applications based on Machine Learning

Module 5: - Essentials of Neural Networking and Deep Learning

- Neural Network Models
- Examples of Reinforcement Learning that impact us today
- AI Application and Use using Neural Networking

Module 6: AI-Driven Use Cases in Industries

- Analyse AI maturity across industries.
- AI Challenges that impact on businesses and people.
- Evaluate your AI strategies for informed decision-making.

Module 7: Using AI

- AI Applications in Use
- Taking a Leadership role with AI
- Bringing it all together for Tomorrow

Contact

Patricia McGuire

Head of Training

Expleo Technology Ireland Ltd

M. +353 (0)87 235 5902

W. expleoacademy.com

pat.mcguire@expleogroup.com

academy-uki@expleogroup.com