APPLIED ARTIFICIAL INTELLIGENCE FOR BUSINESS TRANSFORMATION

Learning Outcomes

1. **KNOW:** Graduates will demonstrate broad understanding of AI concepts and methodologies, including their theoretical foundations and practical applications within business contexts and strategy.
2. **APPLY/CREATE:** Graduates will apply AI tools and techniques to create and implement innovative solutions that address complex organizational and team challenges, generate measurable value, and advance new applications or methods.
3. **COMMUNICATE:** Graduates will translate AI concepts, engagement outcomes and strategic business implications clearly and persuasively to multiple audiences, including management, teams, and non-technical stakeholders in context of decision making and management.
4. **THINK:** Graduates will analyze and evaluate AI's strategic impact on business models, processes, people, and industries, demonstrating the ability to think critically, assess trade-offs, understand integration, and make data-informed decisions.
5. **PROFESSIONAL PRACTICE:** Graduates will model responsible AI leadership, teamwork, upholding ethical standards, mitigating bias, and ensuring ethical compliance in the design, deployment, and governance of AI systems.