GREAT LAKES EXECUTIVE LEARNING | TEXAS McCombs The University of Texas at Austin McCombs School of Business | Great Learning

POST GRADUATE PROGRAM IN

AI FOR LEADERS

AI PROGRAM FOR BUSINESS LEADERS AND PROFESSIONALS

- No Programming Experience Required
- Now Featuring ChatGPT and Generative AI Module

TRANSFORMING LEADERSHIP WITH AI IN THE DIGITAL AGE

Artificial Intelligence (AI), poised to revolutionize industries worldwide, continues its rapid evolution. AI's trajectory indicates a deeper integration into business operations, spanning from augmenting customer experiences to streamlining internal processes.

An extensive study by PwC predicts a $15.7 trillion potential contribution of AI towards the global economy. 45% of total economic gains by 2030 will come from product enhancements. All driven by AI.

But the world has progressed beyond 'Just AI' as the next significant innovation. With increasing business complexity and competition, demand generation has become challenging. This is where the power of 'Generative AI' comes into play.

Organizations are already automating mundane tasks, improving communications, personalizing market efforts and optimizing strategies.

But the success of the AI efforts of any company hinges on the leadership behind it. And so, the stage is set for business leaders who see beyond and are willing to upgrade their arsenal with AI.

Our Post Graduate Program in AI for Leaders will give you a thorough understanding of the capabilities and limitations of AI. It's a 5-month intensive online program where you will learn to adapt to changing market conditions, outsmart competitors and build superior products by leveraging AI. Through a blend of conceptual learning and real-world case studies, participants engage in immersive scenarios demonstrating AI's impact on business outcomes.

This program caters to non-technical business professionals like managers, directors, category managers, CXOs, delivery managers, senior managers, and team leads who want to harness AI's potential in their daily decision-making processes.

PROGRAM BENEFITS

01

Real-world industry specific case studies

02

Zero coding experience for projects

03

Domain understanding coupled with technical coverage

PROGRAM STRUCTURE

The program will be conducted online, featuring recorded content and mentored learning sessions to address queries and provide industry insights. Additionally, participants will engage in case studies and projects to gain practical experience and deepen their understanding of AI concepts.

- **5-Month Program**
- **3 Industry Sessions**
- **8 Mentored Learning Sessions**
- **5 Hands-on Projects and 1 Capstone**

THE UT AUSTIN ADVANTAGE

Founded in 1883 and home to more than 51,000 students and 3,000 teaching faculty, The University of Texas at Austin is one of the leading public universities in the United States. The UT Austin name is globally recognized as a leader in the domains of science, business, technology, and social science.

The McCombs School of Business at UT Austin is a leading business school that is committed to developing innovative business leaders who can create value for society. The school's legacy is grounded in its commitment to excellence in research and teaching, and its alumni include some of the most successful business leaders in the world. With a proven track record of success, cutting-edge research, and teaching methods, you can be confident that you are learning from the best.

#3 **MS IN BUSINESS ANALYTICS (QS WORLD UNIVERSITY RANKINGS)**

#9 **IN TOP PUBLIC SCHOOLS (US NEWS & WORLD REPORT)**

#10 **IN TOP PUBLIC SCHOOLS FOR UG PROGRAMS IN ARTIFICIAL INTELLIGENCE (US NEWS & WORLD REPORT)**

WHO IS THIS PROGRAM FOR

This intensive online program is tailored for leaders aspiring to:

- Gain sufficient AI comprehension for informed decision-making
- Cultivate project scoping and management proficiency in AI initiatives
- Execute transformative projects for both internal and external stakeholders
- Effectively oversee technical teams throughout AI project lifecycles
- Navigate technology stack and product selection decisions judiciously
- Lead organizations venturing into the AI landscape, facilitating the development of AI-enabled products and services

Professionals enrolling in the program come from roles that include Product Manager, Business Head, Delivery Manager, Account Manager, Team Lead, Engineering Manager, Data Science Consultant, Marketing Manager, R&D Manager and more.

This program is tailored for business leaders seeking to harness AI's potential in product development, service enhancement, or client servicing. The program emphasizes practical applications through case studies and examples. It covers fundamental concepts of machine learning and artificial intelligence, facilitating an intuitive understanding while minimizing focus on intricate technical details.

PROGRAM CURRICULUM

UNDERSTANDING AI THROUGH DATA

1 Project | 1 Case Study

WEEK 1

- Business of AI Understanding
- Introduction to Artificial Intelligence
- Explosion in AI Business Application and its Limitations
- Building AI Project
- ROI Calculation
- Case Study

WEEK 2

- Data Visualization using KNIME
- What is Data?
- Numerical and Textual Data
- Graphs & Networks
- Time Series Data
- Different Types of Data Objects
- Understanding Visual Metrics: Mean, Median & Mode
- Introduction to KNIME
- Visualizing Data using KNIME
- Data Manipulation using KNIME

SUPERVISED LEARNING

1 Project | 5 Case Studies

WEEK 3

- Regression
- Introduction to Regression
- Linear Regression
- Multivariate Linear Regression
- Categorical Independent Variable in Regression
- Root Mean Square Error and Mean Absolute Error
- Linear Regression – Pros & Cons
- Hands-on using KNIME
- Case Study Session with Experts

Note: *This program does not include coding as a part of this curriculum. The projects listed here are only indicative, actual projects may vary based on their industry relevance.*

WEEK 4

- Classification
- Introduction to Classification
- Logistic Regression
- Setting up Threshold
- Performance Measures - Precision & Recall
- Evaluation of Models
- Hands-on using KNIME
- Case Study Session with Experts

WEEK 5

- Building POC for AI Projects
- Building POC – Outline
- Solution at a Glance
- Market Potential
- Threats & Opportunities
- Requirements – Data & People
- Product Development Roadmap
- Expansion Plan
- AI Techniques & their Relevance to Domains
- Identifying AI Use Cases
- Tips for Building Successful AI Product

NEURAL NETWORKS AND ENSEMBLE TECHNIQUES

1 Project

WEEK 6

- Neural Networks
- Introduction to Neural Networks
- Activation Function
- Feed Forward Neural Network
- Topology of a Neural Network
- Error & Loss Function
- Training a Neural Network
- Optimizing a Neural Network
- Hands-on using KNIME

WEEK 7

- Ensemble Techniques
- Introduction to Decision Trees
- CART
- Pruning
- Ensemble Techniques
- Random Forest
- Hands-on using KNIME
- Case Study Session with Experts

UNSUPERVISED LEARNING

1 Project | 1 Case Study

WEEK 8

- Clustering & Dimensionality Reduction
- Introduction to Clustering
- Types of Clustering
- K-Means Clustering
- Importance of Scaling
- Applications of Clustering
- Advantages & Disadvantages of Clustering
- Visual Analysis
- Hands-on using KNIME

WEEK 9

- Building AI Teams & Driving Data Culture
- Service Vs Product Companies
- AI Team Composition
- Centralized Vs Distributed AI Teams
- How to Keep your Team Motivated?
- Handling Resistance from Senior Management
- Coaching Others
- Managing Portfolio of Projects
- Scaling AI Teams

WEEK 10

- Recommendation Systems
- Introduction to Recommendation Systems
- Content Based Filtering
- Collaborative Filtering
- Similarity Measures
- Case Study
- Hybrid Systems
- Hands-on using KNIME
- Case Study Session with Experts

DEEP LEARNING - CV & NLP

1 Project | 9 Case Studies

WEEK 11

- Natural Language Processing (NLP)
- Introduction to NLP
- Different Tasks in NLP
- How are NLP Problems Solved?
- Text Extraction/Web Scraping
- Building a Model
- Case Study – Sentiment Analysis
- NLP Demonstration on Sentiment Analysis
- Hands-on using AWS
- Case Study Session with Experts

WEEK 12

- Computer Vision (CV)
- Introduction to Computer Vision
- Types of CV Problems
- Pixel
- How Does The Computer See an Image?
- 3D Images
- Resolution
- Convolution & Pooling
- Convolutional Neural Networks
- Hands-On using AWS
- Case Study Session with Experts

AI IN PRACTICE

1 Project

WEEK 13

- Jumpstarting AI
- Transfer Learning
- How it Works
- Applications of Transfer Learning - Advantages Vs Disadvantages
- Dealing with Imbalanced Data - Data Augmentation
- Data Augmentation Types
- Model Deployment
- Modes of Training
- Serialization Model
- Monitoring and Recalibration

CAPSTONE PROJECT

WEEK 14-16

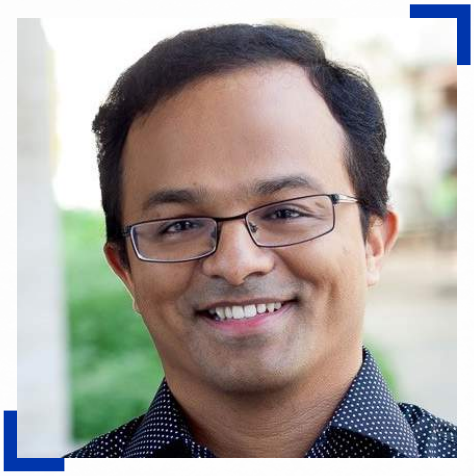
You will get your hands dirty with a real-time project under industry experts' guidance, where you will learn to practically implement the no-code approach for solving business problems. Successful completion of the project will earn you a certification. Being an AI-enabled business leader, your primary job is to study the market for opportunities and pitch a business plan for a rockstar AI-based product to convince your stakeholders. You should put forth a market study (market size, competition & consumer), a product requirement document (data & people), the road map for implementation along with financials, business impact, etc.

SELF-PACED MODULE

DEMYSTIFYING CHATGPT AND APPLICATIONS

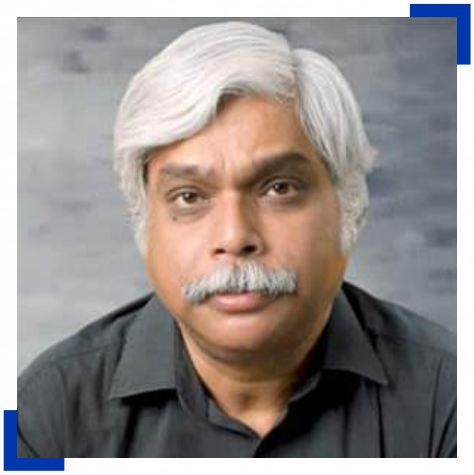
- Overview of ChatGPT and OpenAI
- Timeline of NLP and Generative AI
- Frameworks for understanding ChatGPT and Generative AI
- Implications for Work, Business, and Education
- Output Modalities and Limitations
- Business Roles to Leverage ChatGPT
- Prompt Engineering for Fine-Tuning Outputs
- Practical Demonstration and Bonus Section on RLHF

FACULTY



DR. KUMAR MUTHURAMAN

H. Timothy (Tim) Harkins Centennial Professor
Faculty Director, Center for Research and Analytics,
McCombs, University of Texas at Austin
M.S & Ph.D, Stanford University



DR. ABHINANDA SARKAR

Academic Director, Great Learning
B.Stat & M.Stat, Indian Statistical Institute,
PhD, Stanford University

CERTIFICATE

Upon successful completion of the program, participants will receive a certificate from The University of Texas at Austin.

The University of Texas at Austin

Conferred to attest that

John Smith

has successfully completed the

PG Program in Artificial Intelligence for Leaders

presented by the

McCombs School of Business
February 2023

Gaylen Paulson, Ph.D.
Associate Dean and Executive Director
Texas Executive Education

Lynn Slattery
Director of Public Programs
Texas Executive Education

SAMPLE

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EXECUTIVE LEARNING

GREAT LAKES EXECUTIVE LEARNING

hereby confers the certificate of completion to

Ajit Singh

in

ARTIFICIAL INTELLIGENCE FOR LEADERS

for successfully completing the prescribed course of study.

Mr. Mohan Lakshmaya
Vice Chairman

Dr. Bala V Balachandran
Dean

TESTIMONIALS

RAAKHEE RAGHUNANDA

"The sessions were excellent. They were informative and interactive. I received constant support and guidance from my mentors. We had weekly sessions with the faculty, which ensured we covered all our queries related to the course modules. This allowed us to complete the assignments, tests, and projects on time with good grades. The skills that I learned from this program have enabled me to undertake AI-driven projects in my organization and have given me a broad scope in the field of AI."

NEELAM MANTRI

"The program gave me a new perspective on customer experience. AI can bring in a lot of ease and simplify a customer's journey. We can not only serve but also enhance the overall service experience. The skills I acquired during this program have exposed me to a whole new world of possibilities and ideas to improve customer experience."

ANANTHA SRINIVASAN

"After enrolling in the program and going through the curriculum, I thought I had landed in the wrong place. However, the fear and dilemma were dispelled as the program progressed. The curriculum and the study materials have been arranged so that grasping concepts becomes easy. The faculty members were crucial in addressing the issues one-on-one and through periodic industry sessions. One can glide through the program content quickly and seamlessly. Overall, it was a great experience."

ABOUT GREAT LEARNING

Great Learning is a leading global ed-tech company for professional and higher education. It offers comprehensive, industry-relevant programs across various cutting-edge Technology, Data, and Business domains. These programs are developed in collaboration with the world's foremost academic institutions such as Stanford Executive Education, MIT Professional Education, Wharton Online, The University of Texas at Austin, Northwestern School of Professional Studies, National University of Singapore, Deakin University, IIT Madras, IIT Roorkee, Great Lakes Institute of Management, and more. They are constantly reimagined and revamped to address the dynamic needs of the industry. Offered in blended, classroom and purely online modes, these programs are delivered with the help of expert mentors and highly qualified faculty. Great Learning is on a mission to enable transformative learning and career success in the digital economy and has impacted 9.9 million+ learners from over 170 countries.

9.9 Mn+
Learners

170+
Countries

6700+
Industry Experts

3500+
Companies Hire From Us

Best Ed-tech Company of the Year*

* Indian Education Awards 2022

Entrepreneur
EDUCATION
INNOVATION
AWARDS

Best Online Skills Provider of theYear*

* Entrepreneur, Education Innovation Awards 2022

Best Ed-tech Company of the Year*

* EdTech Review Awards 2020

ABOUT GREAT LAKES

GREAT LAKES
EXECUTIVE LEARNING

Great Lakes Executive Learning is the executive learning arm of Great Lakes Institute of Management. Great Lakes is India's leading business school with campuses in Chennai and Gurgaon. Led by exceptional faculty and steered by an outstanding advisory council, Great Lakes is ranked amongst India's top 10 business schools and is ranked as the best in the country when it comes to learning Data Science and Analytics. Learning Data Science from Great Lakes ensures you get the industry credibility and acceptance as you look to build your career.

ADMISSION PROCESS

Admissions are ongoing, and once the program reaches its capacity with the required number of candidates, the admission process will be closed.

STEP 01

Fill a simple online application form

STEP 02

Wait for the admissions committee and faculty panel to review your application

STEP 03

You will receive a notification if your profile is shortlisted

PROGRAM FEES

₹ 1,95,000 + GST

This price is inclusive of learning material, live virtual classes and tutoring.

READY TO ADVANCE YOUR CAREER?

APPLY NOW

CONTACT US

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