ASHLAND
UNIVERSITY
In Partnership with Zschool

GENERATIVE AI FOR VALUE CREATION
Certificate Program

Advance Your Generative AI & Leadership Strategies with Ashland University

Learn how the "Generative AI for Value Creation" course empowers leaders to leverage generative AI for organizational success. It surpasses traditional AI by focusing on innovative solutions, blending theory with hands-on exercises to deepen understanding of how AI boosts efficiency, innovation, and strategic decision-making. Gain cutting-edge strategies to thrive in a competitive marketplace and distinguish yourself with a certificate from Ashland.

Online, at your own pace

Typically an 8-week program, design a schedule that suits you and complete the course at your convenience, all within 24-30 hours!

Relevant techniques, applied to your own projects

You're guided by industry experts to use frameworks and practices developed by top companies, as you solve your real-work challenges. As part of the program, you're provided with assignments and the opportunity for discussions for you to test your knowledge and engage with other participants.

Program takeaways

- Strategically integrate generative AI into organizational processes for innovation and efficiency gains.

- Transform leadership styles to excel in the AI era, fostering continuous learning and using AI for strategic decision-making.

- Develop skills to conceptualize and implement generative AI solutions that prioritize creating tangible value for the organization.

www.ashland.education

419.324.8002

In Partnership With
zschool

Professional Online Learning to Transform Your Life

1

The Why of Generative AI

Generative AI surpasses traditional machine learning by creating original content. The "Why" of Generative AI lies in its ability to revolutionize industries by generating diverse and innovative outputs like art, music, text, and code.

2

Generative AI Demystified

Address Generative AI's role in shaping art, music, and content generation. Discuss how AI plays a pivotal role in predictive maintenance and operational efficiency, revolutionizing processes within the manufacturing landscape.

3

Unveiling AI's Role in Business Valuation

Dive into real-world examples and witness how companies strategically use AI to elevate their valuation. Unravel the power of AI in deciphering customer insights, enabling personalized experiences, and consequently driving revenue growth.

4

AI-Enhanced Digital Customer Experience

Learn the implications of quantum computing on the future of AI. Discuss the practical aspects of preparing organizations for the Quantum AI Era, addressing the crucial elements of skill development and infrastructure requirements.

5

AI's Ethical and Regulatory Challenges

Understand the importance of ethical AI auditing and monitoring, ensuring adherence to high ethical standards. Uncover valuable lessons from case studies, providing actionable insights into addressing and overcoming ethical challenges.

6

Championing AI-Drive Transformation

Champion AI adoption in your organization by navigating challenges and fostering a culture receptive to innovation. Build cross-functional AI teams emphasizing collaboration and skill diversification for effective implementation.

7

Crafting an AI Strategy for Value Creation

Explore the delicate balance between achieving short-term wins and fostering long-term value creation through AI initiatives. Gain insights into positioning your organization for market leadership in the evolving landscape of AI technologies.

8

Leadership in Healthcare and Generative AI

Empower your organization to thrive amidst AI advancements. Gain practical insights into navigating AI implementation challenges through real-world examples. Evolve your AI leadership skills to stay at the forefront of innovation in this evolving field.

Capstone: Generative AI Implementation Plan

Throughout the program, you'll be creating your own Generative AI Implementation Plan. This is a tailored roadmap for your Generative AI journey. Customize it with your vision, goals, and insights, using references and expert advice as guidance to complete.