AVILA UNIVERSITY®

EDUCATION WITHOUT LIMITS

STRATEGIC ARTIFICIAL INTELLIGENCE
Certificate Program

Advance your AI strategies with Avila University

Artificial Intelligence (AI) is an ambitious effort to replicate human behavior on all levels and is ultimately transforming the world we live in today. Learn how to navigate the risks and rewards of AI implementation. Then, distinguish yourself with your certificate from Avila University.

Online, at your own pace

Create a schedule that works for you and complete the course at your convenience. You can earn your certificate in under 32 hours!

Brought to you by industry leaders

Gain access to world-renowned leadership – experts and professionals who practice the art of AI every day.

Relevant techniques, applied to your own projects

During the 8-module program, you work on your own projects and use best practices developed by top companies. Experts and professional instructors guide you through each step. Your projects are reviewed, and mentoring is provided. Throughout the program, you continuously build your toolset and develop your own, personalized Strategic AI Framework.

Included in the program

- Understand capabilities and implications of AI.
- Explore modern AI and ChatGPT.
- Develop corporate and strategic goals.
- Build and monitor your own AI program.
- Uncover AI advances for operations.

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(816) 368-8870

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PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE

1 Introduction to Strategic AI

Learn the fundamentals of AI. Understand how to use AI in the workplace and the potential pitfalls when it goes wrong for a business. Uncover best practices for implementing AI in a business setting and how to maximize the benefits.

2 Strategic Framework for Applying AI

Discover the various types of AI functions and the best opportunities for businesses. Identify and address business needs that can be solved with AI. Understand the impact on the customer experience and how AI can enhance the customer journey.

3 Embracing AI's Disruptive Power

AI has disrupted many jobs across various industries, and this trend is likely to continue. However, new job opportunities have risen in a variety of fields. Learn how to adapt to this disruption to remain competitive in the changing job market.

4 AI's Disruptive Power Across Industries

The industry impact of AI is affecting the way businesses operate. Leaders must approach decision-making differently. Learn the importance of identifying the immediate impact of AI on your business and how to adapt to these changes to stay competitive.

5 Using AI for Creative Innovation!

Dive into the applications of AI in creative areas (marketing, product development, design). Leverage the latest trends to innovate with new and exciting products and services. Then, experience an AI workshop to fuel your own imagination!

6 Concerns & Risks Around AI

As AI technology continues to evolve, many concerns and risks have emerged. These include employment, data security, system hacking, and creator biases. Learn the key ways to address these concerns and mitigate risk for ethical and responsible use.

7 Quantifying the Impact of AI

Identify best practices to measure and evaluate the performance of your AI initiatives to achieve the best ROI. Review industry case studies and leverage your strategies with data-driven insights to optimize and drive true business growth.

8 Driving AI Transformation & Adoption

Lead successful AI initiatives and drive positive change. Explore the various stages of change management, learn to effectively communicate the benefits of AI, assess your organization's readiness, and identify tools to manage change and resistance.

Capstone Project: Your Strategic AI Plan

Throughout the program, you work on your very own Strategic AI Plan to documents your vision, goals, insights, designs, and initial programs – all to drive AI success across your organization.

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