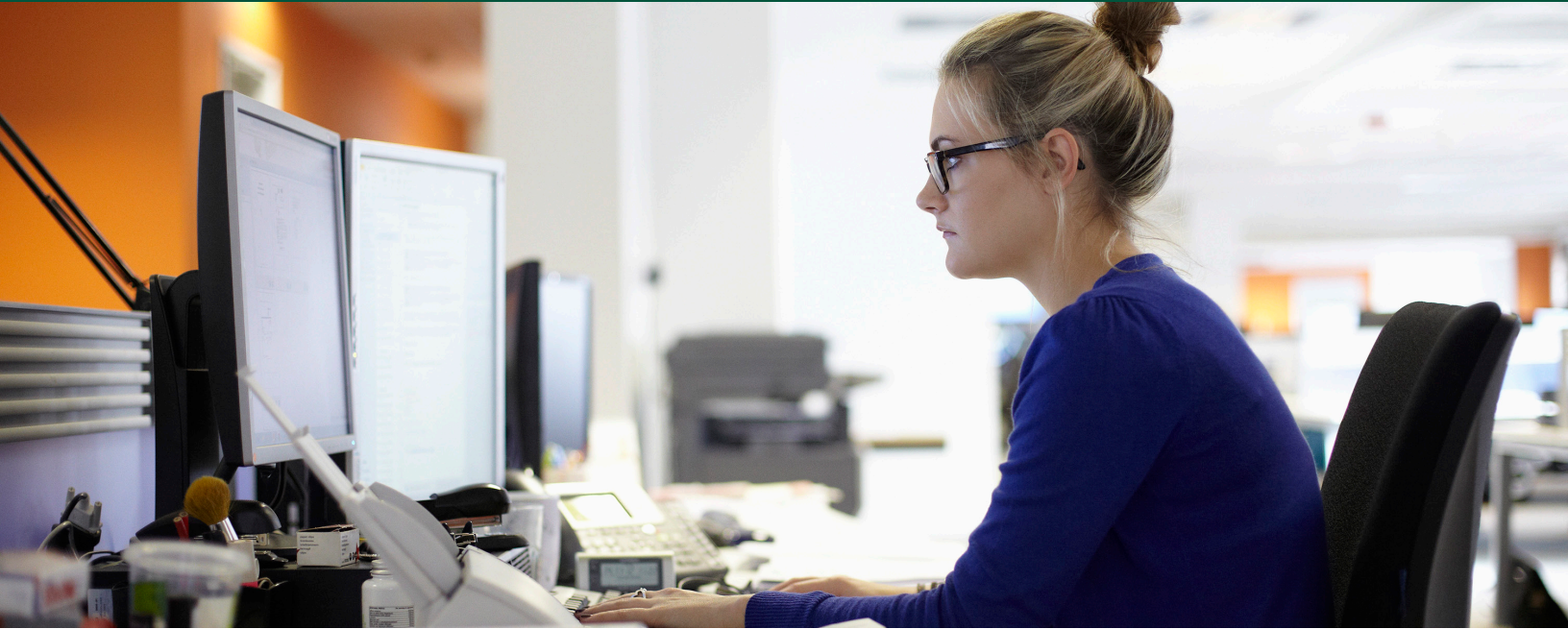




UNIVERSITY OF  
SAN FRANCISCO | School of  
Management

# STRATEGIC ARTIFICIAL INTELLIGENCE Certificate Program



## Advance Your AI Strategies

Artificial Intelligence (AI) is an ambitious effort to replicate humans on all levels and is ultimately transforming the world we live in. Discover how to navigate the inherent risks and transformative rewards of AI implementation. Then, distinguish yourself with your certificate from the University of San Francisco School of Management.

## 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!

## Guided by Industry Leaders

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

## Apply Relevant Techniques

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

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**415.636.8133**

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## Program Curriculum

**MODULE 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.

**MODULE 2: A New 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.

**MODULE 3: Embracing AI's Disruptive Power in Your Job** – 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.

**MODULE 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 impact of AI on your business and how to adapt to changes to stay competitive.

**MODULE 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!

**MODULE 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.

**MODULE 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.

**MODULE 8: Driving AI Transformation & Adoption** – Lead successful AI initiatives and drive positive change. Explore the 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: Your Strategic AI Plan

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