AI CERTs™

AI+ Executive™

Detailed Curriculum

Executive Summary

In this comprehensive program, designed for business leaders, candidates will gain the knowledge and insights needed to strategically leverage artificial intelligence within your organization. The candidates will explore real-world use cases, ethical considerations, and the latest AI trends which empowers them to make informed decisions and lead their organization into an era of AI-driven success.

Certification Prerequisites

- **Business Awareness:** Basic understanding of how businesses operate.
- **Tech Comfort:** General familiarity with digital tools and concepts.
- **Decision-Making Insight:** Some knowledge of how choices are made in organizations.
- **Openness to AI:** Curiosity about the potential of artificial intelligence in businesses.

Exam Blueprint

Number of Questions	Passing Score
50	35/50 or 70%

Duration of Time	Format
90 Minutes	Online via AI Proctoring platform

Question Type
Multiple Choice/Multiple Response

Module 1

Understanding Artificial Intelligence

1.1 Introduction to AI in Business

- **Business Awareness:** Provides basic understanding of how businesses operate.
- **Evolution of AI in the Business Context:** Outline the history of AI's development and its emergence as a key element in business.
- **The Scope and Scale of AI Applications:** Explore a wide range of AI applications across various business sectors.

1.2 Basic Concepts of AI

- **Top AI Trends for the Year:** Showcase the latest AI trends and their relevance to business.
- **Innovations in AI:** Explore advanced AI technologies and their business applications.
- **Machine Learning Trends:** Insights into current trends in machine learning and their business implications.

1.3 History and Evolution of AI in Business

- **AI's Historical Milestones:** Review key historical developments in AI and their business impacts.
- **The Growth and Challenges of AI:** Discusses AI's rapid growth and the challenges encountered in integrating it into business.
- **Modern AI Era:** Explore the characteristics of the current AI era and its significance for modern businesses.

1.4 Importance of AI in Modern Business Practices

- **The Transformative Role of AI in Business:**
- **The Growth and Challenges of AI:** Explore AI's role in reshaping industries and driving innovation.
- **Enhancing Customer Experience:** Review how AI personalizes customer interactions and improves service quality.

- **Business Process Improvement:** Explore AI's role in optimizing operations and automating routine tasks.
- **Positive Outlook and Concerns:** Address positive impact of AI alongside ethical, security, and privacy concerns.

- **Navigating the AI Revolution in Business:**
  - **AI Evolution and Impact:** Review AI's development and its growing significance in business.
  - **Assessing AI Suitability:** Outline the guidelines for evaluating AI's fit in business operations.
  - **Transitioning to AI Solutions:** Explore the strategies for AI integration and overcoming challenges.
  - **Upskilling for AI:** Explore the importance of training and developing AI competencies in the workforce.
- **AI: Catalyst for Business Model Transformation:**
  - **AI's Impact on Strategies:** Explore AI's influence on reshaping business strategies and models.
  - **Case Studies in AI Transformation:** Real-world examples of AI-driven business transformation and innovation.
- **AI and Automation Impact:** Explore the role of AI in automating business processes and enhancing operational efficiency.
- **Economic and Operational Effects:** Review the economic impacts of AI and its effects on business operations.
- **AI in Marketing and Healthcare:** Real world applications and impacts of AI in marketing strategies and healthcare practices.

Module 2

AI Technologies and Business Implications

2.1 Big Data Concepts

- **Understanding Big Data in the AI Landscape:** Discuss the definition, significance, and role of Big Data in AI.
- **AI-Driven Big Data Analytics:** Analyze how AI is used to analyze big data and drive business insights.
- **Big Data Challenges and AI Solutions:** Address the challenges in big data with AI technologies.

2.2 Machine Learning

- **AI and Machine Learning Trends:** Explore the latest trends in machine learning as they relate to AI.
- **Developments in Machine Learning:** Explore the recent advancements and their impact on the field of AI.

2.3 Natural Language Processing (NLP) and Chatbots

- **Advances in NLP:** Discuss the latest breakthroughs in NLP and their applications in business communication.
- **Application of LLMs in Graph Learning:** Explore the use of large language models in graph learning for data structuring and analysis.

2.4 Robotics and Automation

- **Robotics Trends:** Analyze the Current trends in robotics that are shaping business operations.
- **Innovations in Robotics at CES:** Highlight the most innovative robotics technologies unveiled at the Consumer Electronics Show and their business implications.

2.5 AI Tools Demonstration

- **Demonstrating AI Tools and GenAI Products:** Showcase various AI tools, their features, and how they can be applied in a business context.
- **Key AI Tools for Business:** Identify and explore the significant AI tools that are transforming business operations.

Module 3

AI Strategy for Executives

3.1 Strategic AI Development

- **Crafting AI Strategies:** Outline the steps for creating effective AI strategies that align with business goals and industry standards. It includes identifying key AI opportunities, & resources needed, and setting realistic timelines for deployment.
- **Embracing AI for Transformation:** Discuss how organizations can leverage AI to transform business models and operations. It includes change management, fostering an AI-ready culture, and exploring AI's potential to innovate products, services, and customer experiences.

3.2 AI and Business Alignment

- **Leveraging Data and AI Strategies:** Explore the use of data analytics and AI to support business strategies, enhance decision-making, and gain competitive insights. It also includes the importance of data governance and quality in AI strategy.
- **Building Value-Driven AI Strategy:** Outline the steps to create AI strategies that drive business value, such as increasing efficiency, reducing costs, and generating new revenue streams. It also includes measuring AI's impact on business performance and scaling AI initiatives for maximum benefit.

3.3 Measuring AI ROI

- **Evaluating AI's Financial and Strategic Impact:** Evaluate the ROI from AI by considering both direct financial benefits and strategic advantages, such as improved efficiency, customer satisfaction, and competitive positioning. It also includes discussing the challenges in measuring ROI and highlighting the importance of aligning AI initiatives with broader business goals.
- **Best Practices for AI Investment and Value Realization:** Outline the strategies for successful AI investment that lead to value-driven outcomes, focusing on industries with proven AI use cases. It also addresses the need for a strong AI foundation, such as data quality and infrastructure, that supports substantial returns and enables businesses to scale AI initiatives effectively.
- **Advancing from AI Implementation to Leadership:** Analyze how businesses can progress in their AI maturity—from initial implementation to becoming industry leaders in AI—by developing robust governance models, ethical considerations, and aligning AI with business objectives to enhance ROI and ensure sustainable growth.

Module 4

Ethical, Legal, and Societal Considerations

4.1 Ethics in AI

- **Human Oversight and Ethical AI:** Explore the role of human judgment in AI systems to ensure ethical considerations are maintained, based on UNESCO's global standards on AI ethics.

- **Translating Ethical Principles into Practice:** Analyze how global AI ethics standards can be practically applied within various cultural and political contexts and addressing future ethical challenges as AI advances.

4.2 AI and Privacy Laws

- **Balancing Innovation with Legal and Ethical Responsibilities:** Explore the role of AI in investments with robust model governance to comply with regulations and maintain a balance between innovation and ethical responsibilities.
- **Navigating the EU's AI Act:** Review the role of EU AI Act on data quality, transparency, human oversight, and the categorization of AI systems for risks to ensure ethical AI deployment.

4.3 AI Governance

- **Investments and Model Governance:** Discuss the importance of continued investment in AI governance to comply with regulations, and the prediction of future trends in AI technologies and their applications in various sectors.
- **Implementation Challenges and Sector-Specific Regulations:** Discuss the EU AI Act's approach to AI governance, addressing ethical questions and sector-specific implementation challenges.

Module 5

Managing AI Projects

5.1 AI Project Management

- **AI's Role in Enhancing Project Management:** Explore AI's application in project management, from automating tasks to augmenting decision-making, and the need for project managers to adapt to AI advancements.
- **Adopting AI in Project Methodologies:** Discuss the proactive integration of AI into project management methodologies for enhanced efficiency and relevance in an AI-driven world.
- **Frameworks for AI Project Evaluation and Management:** Present strategies for automation, assistance, and augmentation in AI projects, and developing AI-related skills using frameworks like the PMI Talent Triangle®.

5.2 Leading AI Teams

- **Building Effective AI Teams:** Explore the role of AI for strategic advantage in team management while addressing ethical considerations and balancing automation with human oversight.

5.3 Case Study Analysis

- **AI Project Case Studies:** Review real-world examples of AI in project management, demonstrating AI's impact on efficiency, decision-making, and resource allocation across various industries.

Module 6

AI and the Future of Work

6.1 Impact on the Workforce

- **AI as a Net Job Creator:** Discuss AI's potential to create jobs, with an emphasis on reskilling and upskilling to meet evolving job market demands.

6.2 Skills for the AI Era

- **Prioritizing AI and Big Data Skills:** Highligh the necessity for AI and big data skills in the workforce, particularly for larger companies.

6.3 Future Trends in AI

- **AI's Contribution to Sustainable Practices:** How AI is becoming more democratized, ethical, and contributing to sustainability efforts in the business sector.

Module 7

Department-Specific AI Applications

7.1 Finance and Accounting

- **Generative AI's Transformation of Finance and Accounting:** Examine how generative AI is revolutionizing finance and accounting with advanced data processing and decision-making capabilities.

7.2 Marketing and Sales

- **Personalized Financial Services through Generative AI:** Review the use of Generative AI to create customized financial services and products tailored to client needs.

7.3 Human Resources

- **AI in Workforce Management and Ethical Considerations:** Discuss the balance between AI's potential in HR and upholding ethical standards.

Module 8

Interactive Workshop

8.1 AI Integration Planning

- **Effective Strategies for AI Integration in Business:** Discuss how businesses can leverage AI to automate tasks, uncover data patterns, and gain insights, along with practical approaches and real-world examples for effective AI integration.
- **Navigating New Frontiers in AI Governance:** Highlight the importance of developing robust governance frameworks to navigate AI challenges and opportunities, emphasizing ethical considerations and the need for global collaboration.
- **Crafting a Successful AI Strategy for Business:** Explore the role of AI as a transformative catalyst in business and suggesting a phased approach for its integration to enhance processes, discover new opportunities, and drive innovation.

8.2 Workshop Activities

- **Hands-On AI Tool Demonstrations:** Provide practical demonstrations of AI tools to showcase their capabilities and applications in various business contexts.
- **Group Discussions and Scenario Planning:** Facilitate interactive discussions and scenario planning exercises to explore AI's potential and challenges in different business scenarios.
- **Case Study Workshops and Analysis:** Analyze real-world case studies to understand the practical implications of AI in business and extracting lessons and best practices.