

NEXT Canada AI Adoption for Business Program

① Rotman Artificial Intelligence: Executive Primer

The 1.5 day course will be based on the book, *"Prediction Machines: The Simple Economics of Artificial Intelligence"*. Senior executives will learn how to identify opportunities for AI and implement them; they will develop strategies with their leadership teams for leveraging powerful AI tools.

Rotman

Topics include:

- SIMPLE ECONOMICS OF AI
- DATA AND DECISION-MAKING
- AI TOOLS
- AI STRATEGY
- AI POLICY

② NextED AI Business Strategy and Application Course

KEY TAKEAWAYS

- ⇒ Develop a disruptive AI innovation
- ⇒ Learn techniques for applying AI to specific business problems
- ⇒ Earn a digital badge certificate in the NextED AI Business Strategy & Application program

"This course is hands-on. People work together on applied AI projects to create something completely new. You don't just read or watch, you have to do something." — Sandy Pentland, professor, MIT Media Lab



Collaborative work is a key component of the course, enabled by innovative, AI-powered communication tools provided by Riff Learning, an AI startup out of MIT.

AI topics include:

- Linear modeling
- Multivariate regression
- Decision trees
- Prediction

Participants learn AI in the context of developing an AI venture to pursue intra- or entrepreneurially after the course.

Are you ready to become an AI champion and build the next generation of AI-enabled products and services?

CONTACT US

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[Sign up here to apply to take this program](#)