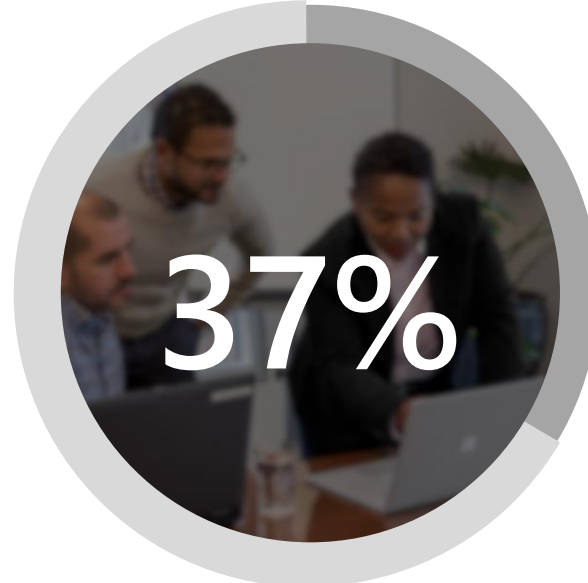


Why AI Business School?



91%
of Enterprises plan to use AI in next 3 years¹



37%
Have started or are planning to start their AI initiatives in the next year²

Top challenges³



Lack of skills



Defining AI strategy



Identifying use cases for AI

¹Source: Gartner, 2019 CIO Survey.

²Source: Gartner, 2019 CIO Survey.

³Source: Gartner, Top challenges to the adoption of AI within your organization

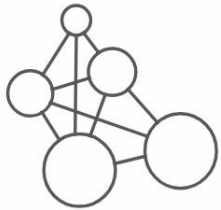
In partnership with



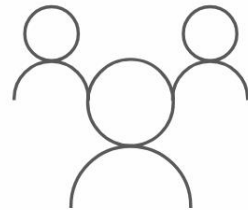
The Business School
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AI Business School

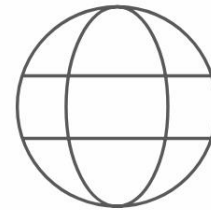
Lead with confidence in the age of AI



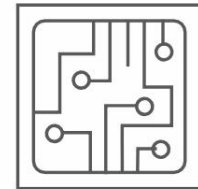
Shape Your AI
Strategy



Foster an AI
Culture



Implement AI
Responsibly



AI Technology for
Business Leaders

Start here

<https://microsoft.com/ai-business-school>

Industry learning paths

To create real business value and realize the true transformational power of AI in the enterprise, leaders need to have a deep understanding of all the strategic components.



Manufacturing

AI is driving efficiency in manufacturing and resource management. Data insights can enhance worker safety, improve efficiency, and deliver better yields—creating a jumping off point for more advanced AI adoption.

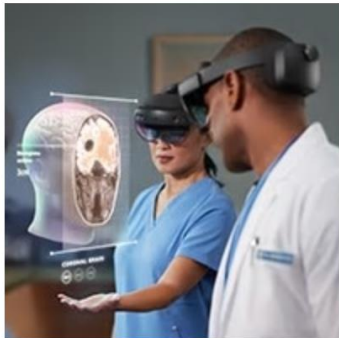
[Learn about AI in manufacturing >](#)



Retail

AI predictions can drive recommendations for retail customers, while also improving inventory and supply chain management. Retailers' digital transformations rely on AI that can leverage the proliferation of data.

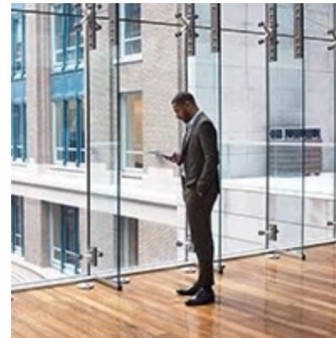
[Explore AI strategy in retail >](#)



Healthcare

In healthcare, AI can deliver benefits to patients, providers, and payors—from shorter wait times to improved patient outcomes—but solutions need to meet challenges like regulation and system complexity.

[Learn about AI in healthcare >](#)



Financial services

For financial services, AI can help meet the needs of shareholders, customers, and regulators. From data security to accounting practices, digital transformation requires partners with AI expertise.

[Explore AI for financial services >](#)



Government

Leaders in the public sector are often faced with unique challenges when considering how to apply AI to improve the speed and quality of the government services they offer their citizens.

[Learn about AI in government >](#)



Education

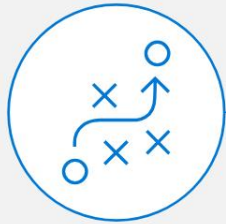
In education, AI is fueling transformation in learning outcomes and improving student engagement, accelerating innovation and overall effectiveness across schools and campuses.

[Learn about AI in education >](#)

Modules for Everyone



Defining an AI strategy



- Defining an AI strategy for your business (INSEAD)
- Transforming your applications with AI (Telefonica)
- Transforming financial services with AI
- Transforming retail with AI
- Transforming manufacturing with AI
- Transforming healthcare with AI
- Bringing AI to every employee



Industry Focus

2 hrs

Enabling an "AI-ready" culture



- The need for an "AI-ready" culture in business (Mitra Azizirad)
- An "AI-ready" finance function (Amy Hood)
- An "AI-ready" marketing function (Chris Capossela)
- An "AI-ready" sales department (JPC)
- An "AI-ready" customer service function (Eileen Aikens)
- AI maturity model



3 hrs

Implications of responsible AI in business

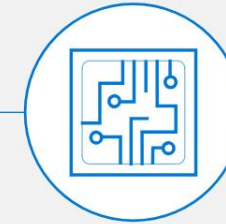


- Implications of responsible AI in business (Brad Smith)
- Responsible AI: Establishing guiding principles
- Responsible AI: Governance and external engagement



2 hrs

AI technology for business leaders



- State of the art AI technology (Harry Shum)
- AI technology overview I
- AI technology II – Microsoft's approach
- Introduction to machine learning and deep learning
- Microsoft's approach to pre-trained AI cognitive services
- Microsoft's approach to cognitive search
- Microsoft's approach to conversational AI (bots)



Microsoft's approach to SaaS AI 1.5 hrs

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Rachel Wortman Morris, Ph.D

Worldwide Learning, Microsoft and Assistant Professor, UW

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