

Grow your career.
Level up for the future.

Harnessing AI for Growth

Stay competitive with cutting-edge technology.



Schulich
School of Business
Executive Education

YORK U



Harnessing AI for Growth

Transform Your Business With AI And Machine Learning

Artificial intelligence (AI) and machine learning (ML) are disrupting industries faster than ever—is your organization keeping up with the change? This concise program for senior leaders dives into the key business applications of AI and ML through interactive learning and role-specific use cases, so you can confidently embrace emerging technologies and drive your company forward.

Grow your career.

Level up for the future.



3 three-hour sessions



Book this program [online](#)



Harnessing AI for Growth

With the right methods and strategies, AI and ML can significantly streamline business operations and create exciting opportunities for your organization.

In this 3-session program, you'll learn to think critically about adopting AI in business and explore its various functions and capabilities. Acquire a set of practical tools and methods to ideate new AI and ML solutions.

Explore use cases of these emerging technologies within your domain and industry and examine their role in maximizing business value. Participants will develop best practices to articulate ROI and business cases for AI investments and gain executive-level support for technology innovation.

This hands-on program is ideal for senior leaders across a variety of industries who are eager to embrace AI and think strategically about its human and business implications.



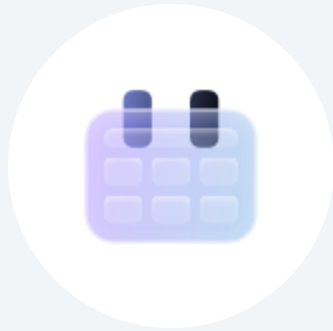
3 three-hour sessions



Book this program [online](#)

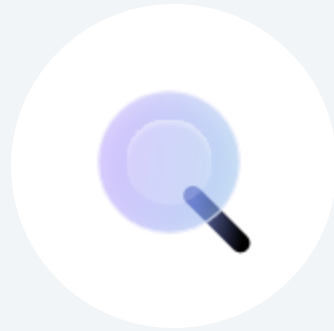


Program Highlight



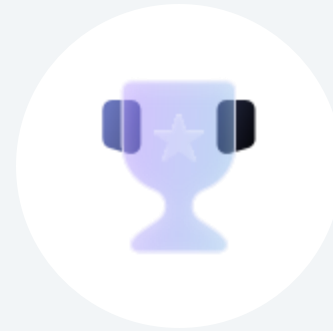
Three Sessions

Rich learning in just
3 three-hour sessions



Stand Out from the Crowd

Develop a professional and
practical understanding of
disruptive technologies and
keep your organization ahead
of the competition



Learn from the Pros

Train with top-rated Schulich
ExecEd instructors that are
consistently ranked among
the world's best.



Foundational Badge

Receive a digital badge that
signifies that you've gained
information and insight into
new skills.



Ramy Nassar

Program Faculty

Ramy is the founder of 1000 Days Out and author of the upcoming “AI Product Design Handbook”. As the former managing director of Design & Strategy for Architech and head of innovation for Mattel, he has led diverse teams in the creation of disruptive new digital products, services & platforms. Ramy teaches Design Thinking at McMaster University and in the Master’s of Engineering, Innovation & Entrepreneurship program at Ryerson University.

Program Content



Module 1 - AI Foundations

This program brings the team to a shared starting place, in a way that's relevant for beginners and fresh for experienced technology leaders.

Through interactive exercises, facilitated discussions, and breakout groups, learners will be equipped to think strategically about how the organization can leverage the power of AI.

- A foundational understanding of AI & machine learning as well as the relationship to customer & enterprise data strategy.
- A repeatable framework for identifying problems well-suited to machine learning solutions.
- Knowledge of key terminology related to AI including machine learning, deep learning, neural networks, and related technologies.

Module 2 - AI Solutions & Use Cases

Building on the shared understanding from the kickoff, participants are introduced to practical tools & methods to ideate new AI solutions and strategies.

Through a range of interactive exercises and roundtable discussions, learners will and think critically about driving business value in the current environment and beyond.

- Discovering methods for supporting ideation and creative problem-solving using AI.
- An introduction to creating an AI / emerging technology roadmap.
- Interactive exploration of case studies & opportunities for AI to transform relevant functional areas

Program Content



Module 3 - AI Leadership & Ethics

In the closing session, we look how leaders estimate ROI for AI investments to gain executive support for technology innovation and the importance of data quality & governance.

Paired with this, participants will be introduced to best practices for an ethical AI practice, examining real-world examples that demonstrate the risks associated with both data & human bias.

- Understand how human and/or data bias can impact outcomes of AI systems.
- Best practices in getting executive support for investment into emerging technologies.
- Approaches to become more aware of biases and how to design solutions that mitigate risks.
- Roundtable about capabilities to develop for organizations to deliver AI-enabled systems & solutions.

Participant Profile

Senior Leaders

Senior leaders across various industries in roles such as program management, project management or people management will develop a foundational knowledge of AI and ML that can be immediately used in their organization to drive initiatives and investments.



Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the country

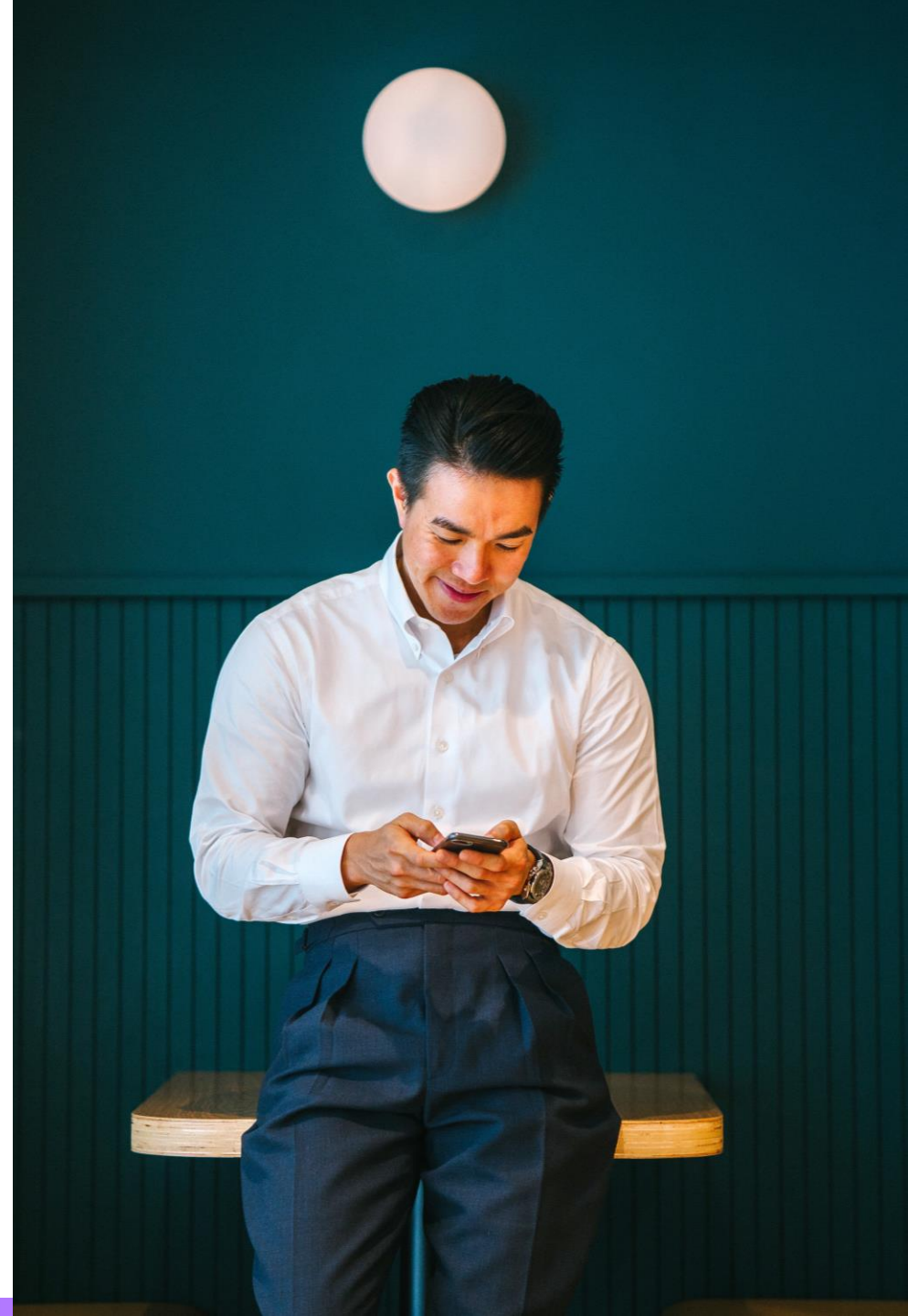
We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We Provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





**Schulich ExecEd,
Schulich School of Business at York University**

500-222 Bay Street. Toronto, Ontario M5K 1K2

1.800.667.9380

execedinfo@schulich.yorku.ca

seec.schulich.yorku.ca

