

Artificial Intelligence: Business Applications & Best Practices

Artificial Intelligence and its possible business implications have been topics of interest in both popular and business media. However, there are no guidelines that link the different kinds of AI to their possible business applications. There are no best practice guidelines for linking the different capabilities of AI to specific business applications. This course will address the needs of senior and middle managers in understanding the capabilities of different kinds of AI and how these may be combined for various business applications. Participants will learn how to combine different AI systems for specific applications, what the risks and rewards are of implementing AI-based solutions to business problems. Senior executives will learn how to use the AI Deployment Map – a set of tools that guide managers in integrating AI into their business operations.

Senior executives learn about the best practices in integrating AI-based tools, into business operations, techniques for evaluating which business functions can be improved by the application of AI-based systems, how to forecast the costs and benefits of AI-enhanced operations. This course will also give executives a set of metrics for assessing the effectiveness of AI implementations in the organizations and identifying opportunities for improvement. One of the key challenges that senior managers face when thinking about adopting AI based solutions is the problem of assessing the AI readiness of their companies, divisions, and functions. This course will address this problem by exposing participants to an important evaluation toolkit – The Digital Quotient of Work – that helps them assess the AI readiness of their companies. The Digital Quotient of Work toolkit is one that can be repeatedly used at different stages to evaluate the AI readiness of business functions. Participants can take this toolkit back with them for use in their organizations.

Module 1: The AI Capability Map

What are the different kinds of AI-based systems and what is the capability of each? We develop a functional approach to learning about how these systems work and what problems are best solved by each system. We discuss examples of business problems solved by each and how different systems can be combined to deliver more comprehensive business solutions. The potential applications of these systems in functions ranging from marketing, finance and accounting, HR, operations, service delivery, and customer contact support will be discussed.

Module 2: Best Practices: CSFs, KPIs, Measures & Metrics

Participants will learn to identify the critical success factors for implementing each kind of AI in specific business functions. They will learn to map AI implementations to key process indicators and create a managerial control and monitoring plan for implementing different kinds of AI solutions. Managers will also learn to formulate a set of measures to assess the extent to which the capabilities of different AI systems will meet their needs. These measures will be translated into a suite of metrics to enable managers to do a cost benefit analysis of AI-based systems.

Module 3: Application Workshop

Participants will do hands-on work to formulate AI-based solutions to two business problems. They will analyze the business need, identify the appropriate AI systems to be used and formulate a strategic map for implementation and assessment of progress.

Managers will address two different problems of applying AI in different functional areas and exercise their hands on implementation skills. The hands-on exercise will help managers address the 3Ps of implementing AI: Platforms, Processes, and People and how these can be combined.

Module 4: AI & The Digital Quotient of Work

Participants will learn to use a tool that will help them do a high-level assessment of their company or business or division's readiness to implement the AI solution. The tool will expose participants to the different components of AI solutions and the demands that each will place on the organization. They will identify the baseline capabilities needed to make the solution work, assess their organization's current capabilities, compare these against optimal capability levels needed and create a detailed strategic assessment map for implementing AI in their business.

The tool can be applied repeatedly to evaluate the progress of an AI initiative and create a chronological tracking map of AI-based initiatives.

By the end of the day:

Participants will have a greater understanding of the following:

- Different kinds of AI platforms and the capabilities of each
- How to map the capabilities of specific AI systems to business applications
- Best practices in implementing AI in specific business contexts
- Identifying CSFs, KPI, and Metrics for different kinds of AI implementations
- Learn to formulate a strategic AI-based solution for a business problem
- Design an AI solution with the 3Ps: Platforms, Processes, People
- Learn to measure the readiness of the business for AI-based solution
- Learn to use the AI Digital Quotient of Work Tool for measure AI readiness and create a tracking plan for implementing AI solutions

Who Should Attend

- Seasoned executives, directors, senior managers, and heads of functions who want to understand the opportunities and challenges posed by AI platforms
- Managers who want to learn how to integrate AI into their business and develop custom solutions to business problems
- Managers of the IT function that want to develop a capability map for implementing AI-based solutions
- Individual contributors, entrepreneurs, and solution providers who want to offer AI-based solutions to companies to solve specific problems

Instructor



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