

GU SCHOOL OF
EXECUTIVE EDUCATION
OPEN-ENROLMENT PROGRAMME

AI for Decision Makers

Target group:

For decision makers who want to understand the possibilities and challenges related to using AI and Machine Learning. Provides an opportunity for participants to practice on datasets or develop their own case of using AI.

Programme overview:

Artificial Intelligence (AI) encompasses the area of how computers can perform tasks traditionally considered to require human intelligence. The topic of using AI is discussed often in modern companies, e.g. Should our company use AI? When should we use AI? What is the business case for our company using AI?

The course gives an introduction and practical demonstrations to the subject and has two main purposes. The first purpose is to provide knowledge and understanding of the key concepts within AI, their historical development, and the ethical issues that may arise with respect to AI.

The second purpose is to provide decision makers with the knowledge and tools to reason about the feasibility of using AI in their companies – when and how to use it, as well as which benefits and costs AI brings.

During the course the participants learn how to set-up the infrastructure, train an example classifier and how to reason about the costs and benefits of using AI. Through practical exercises participants gain an understanding of how AI can be applied.

Following the first half-day, participants work on their own with their case. In a second half-day session of the course, they present cases for discussion and feedback.

PRELIMINARY SCHEDULE**DAY 1:**

- 8.30-09.15 Introductory seminar: what is AI, machine learning and what we need to get going
09.30-11.00 Demo: Data visualization and machine learning
11.00-11.45 Introduction of case/assignment. Questions
11.45-12.00 Summary

During their own work, the participants can work on either the case (based on the case description) or a programming problem (based on the demonstration).

DAY 2:

- 9.00-09.15 Check-in
09.15-11.00 Presentations and discussion
11.00-11.30 Feedback
11.30-12.00 New developments in AI and closing

Price: SEK 7 900 (excl VAT)

Language: English

Date and place:

October 20-21 - online via Zoom *or*

December 1-2 - at the School of Business

**Biography of the teacher::****Professor MIROSLAW STARON**

Professor of Software Engineering at the University of Gothenburg IT faculty. His research focuses on software development within automotive applications, software effectiveness, data warehouses and profiling of the performance of products and organizations. In the recent years, Prof. Staron has been working on using AI to improve software engineering activities (testing, code review, programming) and utilizing AI in medicine.

Contact

exed@handels.gu.se
+46 31 786 53 81

GU Executive Education AB
PO Box 609
405 30 Gothenburg, Sweden



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW