



4 Courses

**AI Fundamentals for Non-Data Scientists**

**AI Applications in Marketing and Finance**

**AI Applications in People Management**

**AI Strategy and Governance**



May 28, 2024

**DAVID B JOLLEY**

has successfully completed the online, non-credit Specialization

## AI For Business

Learners who have earned the certificate in the AI For Business Specialization have learned how to implement rule-based systems, implement AI algorithms, and use blockchain in HR functions to maintain data privacy. They know the fundamentals of Deep Learning, Machine Learning, and the economy of using Big Data to improve processes and bring innovation. They have also learned different data management tools, natural language processing, and using analytics to target marketing based on consumer behavior. Learners are able to utilize AI to accelerate the digital transformation of an organization to maintain a competitive edge.

Kartik Hosanagar,  
Professor, Operations,  
Information, and  
Decisions | Peter  
Cappelli, Professor of  
Management, Director,  
Center for Human  
Resources | Michael R.  
Roberts, Professor of  
Finance | Prasanna  
Tambe, Associate  
Professor of Operations  
| Lynn Wu, Associate  
Professor, Operations &  
Decisions

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