Artificial Intelligence:
An Executive Primer

Rotman

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THE *FINANCIAL TIMES* 2018

Learn how to use AI in your business for strategy and profit.

"I attended the course and found it a very useful experience, and I highly recommend it to others. All of the attendees are in senior business roles, so the conversations and networking were as valuable as the course material. It really opens one's eyes to the potential for disruption in any industry, including mine."

Dean B. Mackie M.Sc.
Director & Chief Architect,
Enterprise Applications
Teck Digital Systems

AI is poised to infiltrate all industries and markets.

Globally, AI skills are increasingly valuable. Businesses at the frontier have begun to take advantage of machine learning to grow and transform their strategies.

How can AI add value to your organization within the next 18 months? How should you plan for the next 3-5 years? What capabilities do you need to start investing in today to position yourself for tomorrow? Leaders need a deep understanding of what AI can do in order to position their organizations for the upcoming wave of competition based on AI.

High level information for leaders.

The course is not technical. Rather, it focuses on the economics of AI and the implications for business. You will:

→ Learn how to identify opportunities for AI and implement them
→ Discover how to develop strategies with your leadership team for leveraging powerful AI tools

We're here to help.

The applications of AI are many and varied, so much so that knowing where to start can seem overwhelming. This course is delivered by three Rotman School professors —Ajay Agrawal, Joshua Gans and Avi Goldfarb—who authored the book "Prediction Machines: The Simple Economics of Artificial Intelligence", published by the Harvard Business Review Press in April 2018. They bring their deep expertise to the classroom, paired with real-world experience in applying this technology to business challenges.

Who Should Attend?

→ Executives looking to understand how AI will disrupt, augment or change their core business
→ Innovative leaders looking to introduce, manage and lead machine learning projects
→ Mid to senior executives in AI-sensitive organizations looking to apply AI to real problems

1.5 day intensive program
Location:

Rotman School of Management,
Toronto, Ontario, Canada

Program Fee:
$4,500 CAD+HST

Fee includes tuition, all program materials and meals.

The fee does not include travel or accommodation.

Questions?

Contact our learning advisor at 416.978.8815 or advisor@rotman.utoronto.ca

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Apply Online: www.rotmanexecutive.com/AI