This course offers a practical introduction to Artificial Intelligence and Machine Learning (AI/ML) for non-technical business leaders. It helps business domain experts better assess the potential of AI/ML for their businesses, avoid common pitfalls when implementing AI/ML in their organisations and initiate and execute successful data driven projects.

**AI/ML for Managers - 3\textsuperscript{rd} - 4\textsuperscript{th} November 2022**

- Introduction to Artificial Intelligence and Machine Learning (AI/ML)
- Data driven organisation and democratisation of AI/ML
- ML problem framing and ML Canvas
- Practical examples of Supervised and Unsupervised ML problems
- Practical exercises: Pricing, Shopping Basket Analysis, Sentiment Analysis...
- AI/ML and Regulations; Consequences of GDPR on AI/ML; Data Privacy and AI

**Top speaker**

- Amir Tabakovic - Strategist, Innovator, Investor in ML Technology
  - Chair of Expert Group Data Privacy and AI at Mobey Forum
  - Guest lecturer at ICEMD and ESADE

**What our students said**

- Excellent knowledge transfer
- Useful insights into AI
- Great learning environment