TEPC02 : Artificial Intelligence for Business Executives (AIBE) (อบรมเชิงปฏิบัติการพร้อมสอบประกาศนียบัตรในระดับสากล)

Description :

Program Certified by iTrain Asia Pte Ltd

Artificial intelligence (AI) หรือปัญญาประดิษฐ์ เป็นหนึ่งในเทคโนโลยีที่มีอิทธิพลต่อธุรกิจ ทั้งในด้านการจัดการและการตลาดมากมาย

หลักสูตรนี้จะช่วยให้คุณเข้าใจถึงเทรนด์ของ AI ในธุรกิจและอุตสาหกรรมต่างๆ รวมถึงแนวทางการนำ AI มาประยุกต์ใช้ในธุรกิจ รวมถึงสิ่งที่ต้องคำนึงถึงเมื่อต้องประยุกต์ใช้

เมื่อผู้เรียนได้ผ่านการเรียน และทดสอบความรู้และความสามารถตามกำหนดเกณฑ์ของหลักสูตร จะได้รับ E-Certificate และ Digital Badge ในระดับสากล

Instructor :

Dr.Tarun Sukhani
Principal Trainer

Training Date : **17-18 October 2023**

fee : **26,000 ฿** (ราคายังไม่รวม Vat 7%)

Days & Duration : **2 Day(s) | 12 Hour(s)**

Time : **09:00:00 - 16:00:00**

Language : **English**

Venue : **Online by Zoom**

Type : **Online**

Category : **Professional Certification Program**

Objectives :

Course Overview

The term artificial intelligence (AI) refers to a set of computer science techniques that enable systems to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decisionmaking and language translation. Machine learning and deep learning are branches of AI which, based on algorithms and powerful data analysis, enable computers to learn and adapt independently.

Artificial intelligence (AI) is no longer the future. For businesses, it is the here and now, and executive suites and boardrooms around the world see it as such. They might be expected to be wary, given that much is unknown, even among scientists, about how AI capabilities might develop in the coming years. Or that policymakers and regulators have barely begun to study its potential implications for markets and workforces. Many business leaders certainly expect AI to be disruptive. More than 40% of those surveyed for the study anticipate that AI will start displacing humans from some jobs in their industry within the next five years.

Slightly more think their own role will be changed by AI in the same time frame. But they see this more as augmentation than marginalization. An overwhelming majority believe AI will make their job easier and help improve their own performance. They clearly believe it will do the same for the businesses they manage. Based on a global survey of 203 senior executives, companies in health and life sciences, in retail, in manufacturing and in financial services are actively testing the waters. Among this group, AI technologies and applications are in the exploratory phase at around one-third of companies, but another third have moved on to experimentation, and one-tenth have begun to utilize AI in limited areas. A small handful (2.5%) have even deployed it widely.

Assuming minimal prior knowledge, this course provides complete coverage of the key aspects and topics in Artificial Intelligence today, including how all the technologies fit together into a complete solution, the applications of AI such as image and speech recognition, search, clustering, optimization, prediction, and understanding data, and how executives can start on their AI journeys.

Learning Objectives

- Acquire an understanding of the key trends in AI and how these are influencing the future of business
- Identify which areas of your business are ripe for automation and digital transformation
- Gain confidence in the management of AI projects
- Identify the pitfalls and ethics concerns associated with AI

Target Group :

Prerequisite

- Exposure to Business Intelligence
- Exposure to Data Storage Solutions/Databases

Target Audience

- C-level executives, Senior Level Managers, Department Head, IT Executives

EXAMINATION:

- No. of Questions: 30 Questions
- Duration - 1 hour
- Exam Type - Multiple Choice Questions (MCQ)
- Compulsory Passing Rate - 70%

Benefits :

Course Outline :

DAY 1

Introduction to Artificial Intelligence (60 min)

- Origins of Artificial Intelligence and a brief history of the AI revolution
- The AI landscape
- AI and Digital Transformation
- Artificial Narrow Intelligence vs. Artificial General Intelligence
- Predictive vs. Prescriptive AI

AI in Recent Times (30 min)

- The role of Big Data
- Cloud Computing and AI
- Mobile Computing and AI

Break (15 min)

Machine Learning and Deep Learning (120 min)

- Image Recognition
- Speech Recognition
- Search
- Clustering
- NLP
- Optimization
- Prediction
- Understanding Data – Pattern Recognition

Lunch (60 min)

AI Application in Business (90 min)

- Applying the AI framework
- Employee on-boarding
- Invoice processing
- Payments
- Logistics and SCM
- Customer Service and Ticketing
- Robotics
- IoT

Break (15 min)

Model Creation and Validation (90 min)

- Prediction: linear regression, nonparametric regression
- Forecasting: ARIMA and RNN's.
- Classification: logistic regression, decision trees, SVM's.
- Clustering: k-means, hierarchical clustering.
- Supervised vs. unsupervised vs. semi-supervised learning.
- Dimension reduction: principal components
- Languages and environments (e.g. R, Python) and standards (PMML).

DAY 2

Data Visualization (30 min)

- Practical and effective visualization: beyond bar charts.
- Finding the unexpected: the role of visualization in exploratory analysis
- Communicating findings: the role of visualization in communicating Data Science outputs.
- Standard tools: R, Tableau, D3

AI In Action (60 min)

- How AI is enhancing customer engagement
- How AI is optimizing business processes – BPA
- How AI is generating insights – pattern recognition

Break (15 min)

Starting an AI Journey (90 min)

- Aligning AI with Business Strategy

- Understanding your AI ambitions
- Assessing your AI maturity
- Creating your AI heat map
- Developing the AI Business Case
- Understanding Change Management
- Developing your AI Road Map
- Creating your AI Strategy

Lunch (60 min)

AI Prototyping (60 min)

- Build vs Buy vs Platform
- Creating your first AI product
- Understanding Data Training and Tuning
- The challenge of poor data and unintended bias
- Becoming over-dependent on AI

Hands-on Exercise – Discussion on Building an AI-Driven Enterprise (60 min)

- Identify which areas of your business are suitable for AI
- The role of high-level management in enabling AI decisions
- Creating a data-driven business and the infrastructure to deliver it
- The ethics of AI

Case Studies (60 min)

- Case studies in Manufacturing, Finance and Healthcare
- Future-proofing your Business
- The Next opportunities for AI

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Payment Condition :

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