$97.9 billion is projected to be spent worldwide on AI systems by 2023, according to an IDC report. 2.5x the spending of $37.5 billion in 2019, this is a number that has businesses worried about retaining their competitive edge.
TRANFORM YOUR BUSINESS WITH AI TO COMPETE EFFECTIVELY.

Artificial Intelligence is enabling exponential efficiencies in decision support systems. With better algorithms and large amounts of data, AI has the potential to outperform human decision making. Recognising AI as a source of competitive advantage, some of the world’s fastest-growing companies have deployed AI to solve business problems. Performance differentials between firms on account of their proficiency with AI will likely intensify over the coming years and will shake up most industries. The winners are likely to be firms that can quickly adopt it – not just the technology, but the effective use of it in all aspects of their businesses to augment human intelligence. To get started, managers and executives need to develop a basic understanding of the technology to imagine its utility in their respective contexts, and devise strategies to adopt and benefit from AI.
LEADING BUSINESS TRANSFORMATION IN THE AGE OF AI

On the road to developing a strategy to adopt AI, executives are often held up by questions about its utility and how to implement AI in their respective organisations. There are also concerns over the ethical implications of AI, including questions around how to use it responsibly without violating the privacy or security of customers and employees while complying with government regulations. Executives are also concerned about the cultural changes that are required for organisations to embrace AI. This programme, delivered by ISB, collaboratively with Microsoft, will help business leaders from across industries transform their respective organisations into AI-driven organisations.

What you will learn

• Demystifying AI and developing familiarity with AI jargons
• Developing a ‘bird’s-eye’ view of how AI can be used and deployed
• Learning the power of AI from function-specific case studies
• Understanding AI by applying it to solve a business problem using moderated role play
• Strategising to transform your business into an AI-driven organisation
• Overcoming ethical and cultural challenges in deploying AI
India has 1 doctor per 1,674 patients, putting enormous strain on effective and efficient delivery of healthcare. In such a scenario, Narayana Healthcare is using Visual Recognition AI to analyse X-rays, which has resulted in a 70% reduction in man-hours spent on reporting, according to a Microsoft study.

**Dates**

May 04-06, 2020

**Venue**

ISB, Hyderabad Campus

**Fee**

INR 1,50,000 + GST @ 18%

*Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.*

**Who should attend?**

This intensive 3-day programme is targeted at C-suite executives, general managers and other senior leaders responsible for driving innovation-led business transformation. Functional managers such as Data Scientists, Business Analysts and mid-career executives eager to learn about the potential impact of AI on their business will also benefit from this programme.
Lead your business and Industry with AI

According to a Microsoft study, 8 out of 10 business leaders think AI is key to staying competitive but very few have a coherent strategy in place to adopt AI in their respective organisations.

Gain exposure to the underlying concepts behind various AI technologies and how to begin implementing them for optimal value.

The ability of AI to supplement human cognition will alter decision making within firms in ways that no other technology has done so far. Tools powered by AI will supplement traditional analytical methods and lead to faster, more cost-effective and scalable solutions to complex business problems. Like every disruptive technology, the adoption of AI may not be automatic. Business leaders need to plan AI adoption through a systematic process of experimentation, learning and refinement.
### How does this programme benefit organisations?

- Frame organisational strategies to adopt AI for competitive advantage
- Create a culture of AI-readiness
- Integrate and align the business for AI-driven innovation
- Develop an ethical framework that respects user and employee privacy

### How does this programme benefit individuals?

- Learn the business implications of AI
- Identify and maximise the business potential of AI
- Reduce the challenges of AI adoption
- Gain insights to transform organisational culture to fast track AI adoption
- Enable faster and more efficient business decisions based on outputs of AI
- Understand when and when not to rely on AI

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#### KEY DAY-WISE TAKEAWAYS

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<td>Organisational functions and cultural transformation with AI</td>
<td>Ethics: Demystifying jargon and clarifying myth from reality</td>
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<tr>
<td>- AI and ML for Business Executives: Demystifying jargon and clarifying myth from reality</td>
<td>- AI in marketing and customer service</td>
<td>- What is machine learning and what does it do?</td>
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<td>- Business Strategy and Transformation in the Age of AI</td>
<td>- AI in Human Resource Management</td>
<td>- Supervised learning, unsupervised learning and reinforcement learning with practical examples</td>
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<td>- Interactive session: Solving business problems using AI</td>
<td>- Making decisions with machines</td>
<td>- Team presentations on their AI blueprints</td>
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- **AI in marketing and customer service**
- **AI in Human Resource Management**
- **AI in manufacturing**
- **Making decisions with machines**
- **Interactive session: Solving business problems using AI**

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- **What is machine learning and what does it do?**
- **Supervised learning, unsupervised learning and reinforcement learning with practical examples**
- **Interactive session: Ethics and Responsibility in the age of AI**
- **Team presentations on their AI blueprints**
Dr Rohini Srivathsa

Dr Rohini Srivathsa is the National Technology Officer and Head of Strategy, Microsoft India. She earned her PhD in Computer Engineering from UT Austin and holds an MBA from Wharton. In her role at Microsoft India, Rohini is responsible for leading strategic initiatives to accelerate digital transformation across industries and the government. She has been instrumental in steering programmes that leverage AI and other emerging technologies to drive innovation for inclusive socio-economic growth. Rohini was recently recognised among the top 10 most influential analytics leaders in India in 2019 by Analytics India Magazine.

Anand Nandkumar

Anand Nandkumar is an Associate Professor of Strategy, Research Director - CIE and Associate Dean - RCI Management at the Indian School of Business. Professor Nandkumar graduated with a PhD in Public Policy and Management, with a focus in strategy and entrepreneurship from Carnegie Mellon University in 2008. Prior to his PhD, he worked with a startup in Silicon Valley and prior to that, in New York City with one of the world’s largest financial services firms. Professor Nandkumar teaches Strategic Innovation Management and Strategic Challenges for innovation-based startups at ISB.

How to apply?

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or) write to us at execed@isb.edu (or) call us on +91 40 2300 7041/42.
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