



## Artificial Intelligence and Machine Learning for Executives

### Course Overview

The Chairman of Nokia is ensuring that every Nokia executive has a basic understanding of Machine Learning (ML), a subset of a broader technology called Artificial Intelligence (AI). AI/ML technologies are being widely used in a range of industrial and consumer applications. More and more enterprises are looking to evaluate the applications of AI/ML for their own use cases. While the tech companies are natively using these technologies as a part of their core business, the same trend has now extended into the traditional enterprises where technology has become a key enabler of the business.

Executives in these companies are looking for a quick conceptual introduction to the core concepts behind the AI/ML technologies stripped of all the technological jargons.

The course participants takeaways will be :

Introduction to the core concepts behind AI/ML

Application areas and business use cases

Understand how to evaluate how their organization can benefit from ML

Approach to evaluate the business ROI for an ML project

How to select a ML product/solution vendor

The Process flow and steps for a ML project.

The course focuses on ML - a subset of AI.

Apart from lectures covering the concepts, the course makes extensive use of classroom discussions between the participants and the course faculty/experts.

### Course Experts

The course has been designed by a team comprising of experts from the industry, academia and leaders from tech product startups in the AI/ML space. The team has a combined experience of more than 200 man years working in leadership positions in Indian and global corporations.



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## Day One

**Time** 9:30 – 10:00

**Module 1** Getting Started

**Session Content** Introductions  
Course Objective  
History of Artificial Intelligence / Machine Learning  
Why AI/ML is important for business leaders TODAY ?

**Time** 10:00 – 12:00

**Module 2** Basic Concepts Artificial Intelligence

**Session Content** Definitions : AI, ML, Deep Learning, Neural Networks  
Understand major types of machine learning  
AI/ML vs RPA (Robotic Process Automation)  
Refresher of Maths/Statistics basics for ML  
ML usecases in the real world – case studies  
Process Steps in the Machine Learning Journey  
Hype vs Reality

**Time** 12:00 – 13:00

**Module 3** Machine Learning in the Enterprise

**Session Content** Discussion : Identify ML enterprise usecases  
Classroom project selected from the enterprise usecases

## Lunch Break – 13:00 – 14:00

**Time** 14:00 – 15:00

**Module 4** Classroom Project

**Session Content** Participants form groups and work on a project

**Time** 15:30 – 17:30

**Module 5** Deep Dive into Machine Learning Concepts

**Session Content** Supervised, Unsupervised and Reinforcement machine learning  
Neural networks and Deep Learning



## Artificial Intelligence and Machine Learning for Executives

Overnight reading material and videos to watch

### Day Two

<b>Time</b>	<b>09:30 – 11:45</b>
<b>Module 6</b>	<b>Implementing Machine Learning in the enterprise</b>
<b>Session Content</b>	Selecting a ML usecase Building a datascience team (in house/outsourced) Methodology followed for ML projects Business ROI Preparation Tools, Platforms and Technologies Key Vendors and their offerings Dos and Donts

<b>Time</b>	<b>12:00 – 13:00</b>
<b>Module 7</b>	Industry speaker
<b>Session Content</b>	Guest lecture !

### Lunch Break – 13:00 – 14:00

<b>Time</b>	<b>14:00 – 15:00 &amp; 15:30 – 17:30</b>
<b>Module 7&amp;8</b>	<b>How companies are using ML – a deep dive</b>
<b>Session Content 7</b>	Banking and Fintech case studies ? Telecom case studies ? Model building for a usecase using a tool.  TBD

### Q & A – 16:00 – 17:00