AI for Management

AI in Business Course Series

Course Level:- Introduction

Course Duration:- 1 Day

Course Overview:

Our "AI for Business Leaders" course is designed to provide a comprehensive overview of artificial intelligence (AI) and its practical applications within various business contexts. Over the span of this one day course, we will journey from basic understanding to engaging with AI technologies enabled by large language models. The knowledge acquired in this learning experience will equip business leaders with the understanding needed to leverage AI for more efficient decision-making and business operations.

- Module 1 Generative AI Basics
- Module 2 OpenAI and ChatGPT
- Module 3 Microsoft AI & Copilots
- Module 4 AI Models
- Module 5 Extending AI with your own Data
- Module 6 Implementation & Bots

This course is a variant of the AB02 course (ChatGPT & Copilots) but differs by concentrating extending AI into the business. There are no specifics covered in this course relating to Prompt Engineering or the crafting of prompts.

Prerequisites:

Before coming on this course, it is highly recommended that participants have an understanding of computers and business applications such as Office 365 but no prior AI experience is necessary. Participants will have access to a Teams version of Open AI and ChatGPT for completion of examples and practical exercises. Participants will additionally have access to an Office 365 lab environment fully licensed for Microsoft's M365 Copilot with sample data pre-provisioned. There will be continued access to the lab environments for 30 days after your course (subject to availability)

Module 1 Generative AI Basics

In Module 1 participants will delve into the foundational aspects of artificial intelligence, starting with a general introduction to Data AI and Search AI, which cover data processing and retrieval technologies. The module then progresses to explain the core principles of Machine Learning and Deep Learning, emphasizing how these technologies underpin the broader field of AI by enabling systems to learn from data and make decisions.

Finally, the focus shifts to Generative AI, where students will explore how AI can generate text, images, and other forms of media, illustrating the practical and transformative applications of AI technologies. This module aims to provide a robust understanding of key AI concepts and their implications in various industries.

Approx duration:- 60 minutes

Module 2 OpenAI and ChatGPT

In Module 2 participants will receive a comprehensive overview of the OpenAI ecosystem, particularly emphasizing the capabilities of ChatGPT. Here's a breakdown of the key areas covered:

- Introduction to OpenAI and ChatGPT: Understanding the origins, mission, and major projects of OpenAI, along with a detailed introduction to ChatGPT, its functionalities, and applications.

- Deep Dive into ChatGPT Operations: Exploring how ChatGPT processes and generates text, including a tour of its features and an explanation of the mechanics behind chat completions and conversations.

- Practical Applications and Ethics: Examining the cost, privacy considerations, and plans available for using ChatGPT, alongside discussions on ethical considerations in AI use.

- Advanced Features and Techniques: Learning about the various advanced features of ChatGPT, including prompt crafting (parts of a prompt, system messages), chat history management, and the use of different GPT models.

- Technical Insights: Delving into the technical aspects such as answer temperatures, chat completion strategies, answer redirection, and summarization techniques.

- Innovative AI Features: Understanding Retrieval Augmented AI, which enhances ChatGPT's responses with internet browsing capabilities.

This module aims to equip students with a solid foundation in using and understanding ChatGPT and other OpenAI tools, enabling them to leverage these AI solutions effectively in various business contexts.

Approx duration:- 60 minutes

Module 3 Microsoft AI & Copilots

In Module 3 students will explore various applications of AI integrated into Microsoft products. This includes an overview of:

- Bing Copilot: Understanding how AI enhances search engine capabilities.

- Windows Copilot: Learning how AI can be integrated into operating systems to improve user experience.

- 365 Copilot: Delving into AI applications in productivity suites to boost efficiency in tasks such as document editing and email management.

- GitHub Copilot: Analyzing how AI assists in coding, providing suggestions, and automating routine programming tasks.

- Power Platform Copilot: Investigating AI's role in business analytics and automation within Microsoft's Power Platform.

- Copilot Studio: Exploring creative uses of AI in content creation and media production.

- Security Copilot: Assessing AI’s impact on cybersecurity measures and protocols.

The module aims to provide students with a comprehensive understanding of how AI technologies are being integrated into everyday tools and platforms, enhancing functionality and streamlining user interactions in both personal and professional environments.

Approx duration:- 60 minutes

Module 4 AI Models

In Module 4 students will dive into the different types of AI models and their applications across various domains. This module provides an in-depth look at how AI can generate text and images, recognise and interpret visual content, and handle speech, while also focusing on important security and compliance issues. Here’s a summary of what will be covered:

- Text Generation: Exploring how AI models like GPT (Generative Pre-trained Transformer) can generate coherent and contextually appropriate text for a variety of applications.

- Image Generation: Understanding the technologies behind AI-driven image creation, such as DALL-E, and their use in generating visual content from textual descriptions.

- Vision: Delving into AI capabilities that allow for image and video analysis, which can be used for tasks ranging from facial recognition to content moderation.

- Speech Services: Examining AI's role in speech-to-text and text-to-speech services, which facilitate seamless voice interactions and accessibility features in applications.

- Moderation: Learning about AI models designed to automatically detect and moderate inappropriate content across platforms, ensuring user safety and compliance.

- Embeddings: Discussing how embeddings work to transform large-scale data into dense vectors that can capture semantic meanings, useful in tasks like search, recommendation systems, and more.

- 365 Security, Compliance, and Privacy: Reviewing the security measures, compliance standards, and privacy policies that govern the deployment of AI models within enterprise environments, particularly within Microsoft 365 frameworks.

This module aims to provide students with a thorough understanding of the capabilities of AI models and how they can be applied responsibly and effectively in various business and management contexts.

Approx duration:- 30 minutes

Module 5 Extending AI with your own Data

In Module 5 students will learn how to personalise and enhance AI models using their own datasets. This module focuses on the practical aspects of training and customising AI models to fit specific business needs. Here's a summary of what will be covered:

- OpenAI GPTs: Understanding the foundational concepts behind OpenAI's Generative Pre-trained Transformers, including how they can be adapted and fine-tuned with proprietary or specialised data to improve relevance and accuracy for specific tasks.

- Azure OpenAI: Exploring the integration of OpenAI models within the Azure platform, focusing on how businesses can leverage Azure's cloud infrastructure and AI services to deploy and scale their customised AI solutions.

- Semantic Search: Delving into the application of semantic search technologies, which use AI to understand the intent and contextual meaning behind queries, enhancing the accuracy of search results within business applications.

This module aims to equip students with the knowledge and skills necessary to effectively extend and apply AI models to their own data, enabling more targeted and efficient AI solutions tailored to organisational objectives and industry-specific challenges.

Approx duration:- 30 minutes

Module 6 Implementation & Bots

In Module 6 students will learn about deploying AI through bots and integrating them into business processes. This module focuses on practical tools and platforms that facilitate the creation, management, and deployment of AI-powered bots. Here's a summary of what will be covered:

- Bot Framework: Exploring Microsoft's Bot Framework, which provides tools and services to develop, test, deploy, and manage intelligent bots. Students will learn how to build bots that can interact naturally with users on a variety of platforms.

- Composer: Learning how to use Bot Framework Composer, a visual authoring tool for designing and building bots. Composer simplifies the task of creating complex conversation flows and integrating various AI services.

- Power Platform AI Hub: Investigating how the AI capabilities within Microsoft's Power Platform, including AI Builder, can be leveraged to enhance business applications with intelligent algorithms and data-driven insights.

- Copilot Studio: Understanding how Copilot Studio can be used to create and manage digital content and workflows using AI. This tool helps in automating routine tasks and provides AI-driven recommendations and enhancements.

This module aims to provide students with the skills and knowledge needed to effectively implement AI solutions in the form of bots and other automated systems, enhancing efficiency and scalability within their organisations.

Approx duration:- 60 minutes