

# AI Strategies for Business Transformation

Programs in collaboration with

Northwestern  
**Kellogg**  
School of Management

8 weeks



## Learning Outcomes

- Understand the business applications and outcomes that can be achieved with AI.
- Represent the voice of the business as well as the customer to data scientists and engineers.
- Craft your AI journey, from strategy and capabilities to execution and organization.
- Navigate the black box and ethical considerations of artificial Intelligence to drive responsible AI initiatives.
- Join a community of like-minded professionals who are successfully deploying AI in their organizations.



## Modules

- The AI revolution: Trends, tools, and applications
- AI and customer experience management
- AI and operations management
- AI and business support functions
- AI applications in select industries



## About Emeritus

Emeritus collaborates with more than 80 top-ranked business schools, including Harvard, MIT, Wharton, INSEAD, London Business School, Columbia, Cambridge Judge, Berkeley and more, to design & deliver high-quality Executive Education Programs (Online, LIVE Virtual, In-Class, Blended). Till date, Emeritus has educated more than 250,000 individuals across 80 countries with a completion rate of 90%.

## About Eduvos

Eduvos is one of South Africa's largest independent private higher education institutions with 12 campuses across the country. Eduvos educators believe in building skills for the future and enabling students to take up careers in a volatile, uncertain, chaotic, and ambiguous world. Their education is designed to create a deep understanding of an area, supporting skills development through practical application, and challenging thinking to allow for adaptation to new possibilities.