

RESPONSIBLE AI INNOVATION & MANAGEMENT

As the capabilities of Artificial intelligence (AI) grow, so to do their implications for business and society.

This course is for aspiring leaders to understand and implement strategies for responsible AI innovation and management. It combines lectures, case discussion, project work, and guest speakers who are leading responsible AI in industry and academia.



FALL 2024
2 Credit Course

UGBA 192T-5

**MON.
4:00-6:00 PM**

At the end of this course you will be able to...

- ✓ Understand risks of AI to society and business, as well as articulate the business case for responsibility
- ✓ Interrogate challenges and solutions to operationalizing AI responsibly in organizations
- ✓ Develop and implement strategies for responsible and equitable AI innovation and management

Instructor: Genevieve Smith serves as Professional Faculty at Haas and Founding Co-Director of the Responsible & Equitable AI Initiative at the Berkeley Artificial Intelligence Research Lab. She leads partnerships with leading tech firms on topics of responsible innovation and AI with companies such as Google and Meta. Her work and writing has been published and shared in *Big Data & Society*, *California Management Review*, *Social Stanford Innovation Review*, *Forbes*, and more. She is the Gender & AI Fellow at the US Agency for International Development, a research affiliate at the Minderoo Centre for Technology & Democracy at Cambridge University, and a researcher at the Technology & Management Centre for Development at Oxford University.