

AI Fundamentals for Business Professionals

UGBA 196 | 1 unit | Wednesdays, 4-6pm | 8 sessions, dates below | In-person, Haas N500

Heard the buzz around AI but not sure what this means? Want to learn more but not sure how to approach this? Do you feel that knowing more could help you accelerate your career, or that not knowing enough might slow you down?

We wrote *AI Fundamentals for Business Professionals* for you.

This new course introduces current AI technologies, terminology and real-world applications for students with no or very little prior experience. Through balancing conceptual understanding with hands-on practice, students will learn to use popular generative AI tools to enhance productivity, analyze business use cases where AI creates value, and understand AI's impact on various career paths. No coding or prior AI experience required.

You will likely NOT benefit much from this course if you already have extensive experience working with AI tools as a developer or a “power user”.

What to expect?

AI Fundamentals for Business Professionals is offered as a 1-unit course in eight, 2-hour sessions on the following dates: 8/28, 9/11, 10/2, 10/9, 10/23, 10/30, 11/13, 11/20.

Classes include lectures, in-class discussions and hands-on work leveraging real-life AI tools. Students should bring laptops to class and be ready to use online AI tools as well as present and discuss their work.

Grading is based on active class participation, in-class and take home projects, and a final write-up (yes, you could use AI for this!).

What will you learn?

- Develop a conceptual understanding of how AI works, as well as the capabilities, limitations and risks
- Learn the terminology to be able to engage in conversations about AI
- Leverage AI large language models for common business purposes such as business planning, research, zero-to-one content generation and data analysis
- Know how to use basic coding with the help of AI, without knowing how to code

Instructors

Jonathan Heyne is an entrepreneur, educator and startup executive. He founded two companies, one acquired in 2013. Jonathan has been a Haas faculty since 2017 where he wrote and teaches *Founder Workshop: Building a Fundable Startup* and *UGBA10x – Foundations of Business*. Outside of Haas he is the Chief Operating Officer at DeepLearning.AI. He is a former commercial lawyer and has an MBA from BerkeleyHaas and degrees in Law and Political Science from Tel Aviv University.

Colt Steele is the Head of Curriculum at Generative AI startup Anthropic and has previously been a lead instructor and course developer in leading online schools Udacity, General Assembly and Galvanize. He is known for his highly popular Udemy classes which are generally considered among the best online coding classes and were taken by millions of students worldwide.