

Course Introduction

Welcome to this Edusity online course about the applications of Artificial Intelligence in the world of Business.

Whether you're here to gain insights into what artificial intelligence is all about, identify applications that might be useful for your field of business, or connect with a global community of learners, we hope you find what you're looking for in this course.

Please note: this is an introductory course about the potential impact of artificial intelligence. It is in the title: we try to explore how these technologies will change the business world. Our insights into artificial intelligence will not be at the programming level (there are some great courses on the Edusity platform for this) but you will learn about data science and various forms of artificial intelligence and how they evolved. Enough insight to converse in an informed way with AI experts and those who are or will be executing on your behalf.

This is a self-paced version of the course which means that you can work at your own pace through the course, within a four to six-week time-frame after enrollment learners, and until eight weeks after enrollment for students who have upgraded to the capstone project.

While it may be exciting to envision the future, through this course we look primarily at what AI can do for business today. From that lens, business people can begin to extrapolate how to leverage AI in the future. This course is meant to focus on practical applications of AI and inspire you to find ways to leverage this relatively new technology.

We hope you enjoy the course with us!

Meet Your Instructor

Brian Lenahan is a four-times published author on topics related to artificial intelligence. His books range from teaching students about how to approach the new AI-infused career world to those who can apply AI technology as they coach others to business leaders who want to implement AI and obtain its benefits to remain competitive. Brian's most recent book "Deep Health: Using Artificial Intelligence to Live Longer & Healthier" focuses on how consumers can engage with digital health apps to augment their efforts with health, fitness and nutrition.

He is an Instructor at McMaster University in Hamilton, Ontario, Canada offering courses on how individuals and businesses can make practical use of artificial intelligence solutions.

Brian is the founder of Aquitaine Innovation Advisors, a publishing and consulting company, and is the AI Advisor at Halton Regional Innovation Center.

Brian graduated from the MIT Sloan School of Management's AI Strategy program in 2017 and works closely with a range of businesses from corporate to entrepreneurial scale-up companies.