Stanford | Continuing Studies

Course Title: Artificial Intelligence Bootcamp for Product and Business Managers
Course Code: BUS 253
Instructor Name and Bio: Sudha Jamthe, CEO IoT Disruptions & Technology Futurist. Full bio at sudhajamthe.com

Class Sessions and Recording
Meeting days and times: Mondays, 4 – 6:00pm PT, Oct 17 – Nov 14
Meeting location: Zoom
The class sessions will be recorded

It is important to join live as you will benefit from the class discussions. If you are unable to attend, you can watch the recordings later in full to count towards grades and should do a NoCode AI course project which will take same time as missed classes. (1-2 hours total).

I will also host an office hour once weekly on two time zones and students are welcome to schedule 30 min to get questions answers or for advice on applying course learning to their jobs.

Course Features:
- Live session
    - Lecture, discussions, and Q&A
    - Requires interaction and active participation
    - Guest speakers
    - I will open Zoom 30 min before class for an informal for student Q&A

- Assignments & Coursework
    - Course materials posted in Canvas
    - Students will submit a NoCode AI project (optional to make up for missed classes)
    - Instructor will provide feedback on project
- Instructor will hold office hours weekly on two time zones for students 1:1
- Individual mentoring sessions available by request

Student Profiles:
My students are professional adults, who love innovation, many working in the field of AI, some with solid product management and business experience aspiring to career pivot to AI, some lawyers, accountants, business leaders, some data owners. You can see the profile of some of my past students here.
https://www.businessschoolofai.com/students

Please contact the Stanford Continuing Studies office with any questions
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Guest speakers will share their expertise in the AI ecosystem and industry best practices bring multiple perspectives of the AI business. Students will leave this course with new insights into innovation opportunities in AI and with a framework for pivoting their careers toward opportunities in AI.

Pre-requisites: None. No Prior knowledge of AI required but will be helpful to read the prescribed textbook if you are new to AI. No coding knowledge required.

Please see course page for full description and additional details.

Grade Options and Requirements

- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
  - Students must attend and/or watch atleast 4 class sessions.
  - Students can do an optional NoCode AI project online to compensate for a missed class. (1-2 hours effort)
- Letter Grade (A, B, C, D, No Pass)
  - Students must attend all 5 session to get an A+
  - Students must attend 4 sessions to get an A
  - Students who attend 3 or less will get a B or C based on class participation.
  - Students who miss 1 or 2 classes can do an optional NoCode AI project (1-2 hours effort) to make up for the grades.
  - If the live class does not meet your time zone you can watch each lesson recording to get the grade and do the optional NoCode AI course to make up for missed class participation for a better learning experience.

***Please Note**: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Textbooks/Required Materials

(Required) Sudha Jamthe, "AIX: Designing Artificial Intelligence" (ISBN 0978M1670899613)

(Recommended) David Kerrigan," The New Acceleration:An Introduction to Artificial Intelligence and the Technologies Making Life Faster" (kindle edition ISBN:01727097866) (This book provides a good introduction to AI technologies)

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(Recommended) Patrick Lin, "Machine See, Machine Do: How Technology Mirrors Bias in Our Criminal Justice System" (ISBN: 1637308213 Paperback or Kindle edition)

(Recommended Reading (free) AI Playbook: https://a16z.com (a good microsite to learn about AI foundations)

First Assignment

Watch Coded Bias documentary on Netflix if you have access, otherwise watch the trailer online https://www.youtube.com/watch?v=jZl55PsfZJQ

Email me answers to these questions:
1. What is your background?
2. What is your goal in taking this course? I do not recommend taking this course just to listen in and learn about the AI landscape but to have a goal to apply course learning. eg. Apply AI in my job or careerPivot to AI or solve a specific problem etc. If you do not have a goal, I am happy to help you set one so you can get the maximum possible benefit from this course.
3. Which AI has the best business opportunity from your experience.
4. Which AI is the biggest threat from your perspective?
5. Which industry is most impacted by AI from your perspective?

Tentative Weekly Outline

Week 1: Technology of AI Spectrum and AI Business and AI Market Overview
Topic 1: Understanding AI Markets (yes multiple markets) size, scope, opportunities
Topic 2: Live Lab exercise to get AI lifecycle AI confusion matrix)
Guest Speaker Aishatu Gwadabe, peace technologist and my student alum will talk to us about career pivoting and applying AI for variety of applications - NLP, Art, Peace Technology.

Week 2: AI Algorithms, Data & AI Product Management
Topic 1: Learn about how Algorithms power AI. Learn the foundation of Predictive models, Anomaly Detection, Segmentations and Predictive Algorithms.
Topic 2: Learn about the 4 Vs of Data and how data is the language of AI and how training data builds the AI and what is the data modeling lifecycle.
Topic 3: Who trains the AI? Learn what is the role of Product Managers in building AI Products using Feature Engineering and Applied Machine Learning. Get an introduction to MLOps.
David Kerrigan will be our guest speaker sharing case studies on the reality of building AI Products. Refer to the McDonald case study from the AIX book.

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Week 3: AIX (Design) and AI Ethics/Responsible AI
Topic 1: Learn AIxDesign. What is the design process to create user experience in products and solutions built using AI. This is a very critical topic not taught in typical university courses. Demystify Machine Learning Optimizations, Explainable AI and Human Centered Design with data. (Refer to chapter 7 of AIX book)
Topic 2: AI has the power to change how we live as humans and change society as we know it in the next 50 years. Learn about AI ethics and various projects and global challenges and opportunities to balance the business of data and AI for good.
Patrick K. Lin Author of Machine See Machine Do will be our AI Ethics Speaker

Week 4: AI Disruptions in Industries
Topic 1: Learn about AI Strategy in enterprise/ applied AI industry space.
Topic 2: Learn about how to extend a business to new markets or new products or create efficiencies with a human centered approach to AI in mobility/autonomous vehicles space.
Guest Speaker from Industry (TBC) I will invite this speaker from an industry that fits the student profiles for this class.

Week 5: Final Session : Learning Pathways to AI
Topic 1: Multiple Learning Pathways to AI.
Topic 2: Connecting the dots to find your place in the AI space

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