



## INTRODUCTION TO AI FOR BUSINESS LEADERS THREE-SESSION TRAINING

Artificial intelligence technologies are poised to substantially impact current work practices. At the same time that they open up exciting opportunities for innovation, they also create ethical risks.

This course is designed to help business leaders navigate the world of AI, without any maths or code.

### What to expect?

This course is designed to equip participants with:

- Tools to make strategic decisions about AI
- The vocabulary and knowledge to enter informed discussions about the past, present, and future trends of AI
- An intuition about how popular machine learning techniques work to understand their limitations
- The ability to identify business opportunities for AI
- The awareness of the ethical risks to consider in the development and deployment of AI systems

### Instructor

**Dr Eduardo Velloso** is a creative technologist working as a Senior Lecturer and Researcher at the University of Melbourne. His practice and research focus on interaction design for emerging technologies, including AI, VR/AR, eye tracking, among others. His research has won numerous awards and has been featured by various media outlets, including Wired and New Scientist.

### Syllabus

#### Session 1: Opportunities

- What is the current state of AI?
- How did we get to where we are?
- What can we use AI for?
- How can we develop an AI strategy?

#### Session 2: Process

- What is machine learning?
- How do AI systems “learn”?
- How can we design AIs to work together with people instead of replacing them?

#### Session 3: Ethics

- What can we learn from philosophy for the design of AI systems?
- What are the main risks involved in developing and deploying AI systems?
- What do we need to consider when planning our AI project?

**Find out more about AI @UoM**  
<https://eng.unimelb.edu.au/industry/artificial-intelligence>

### Enquiries

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