AI and Machine Learning

This course is designed to equip managers with a solid foundation in artificial intelligence and machine learning concepts and their practical applications in business. Participants will learn how to identify opportunities for AI integration, manage AI projects, and make data-driven decisions. The course also explores ethical considerations and the impact of AI on various industries.

You must know!

Hours:
40 academic hours

Target Audience:
The course is suitable for mid to senior-level managers, executives, business analysts, project managers, entrepreneurs, and decision-makers from diverse industries. The course focuses on strategic implications of AI and ML, no deep technical implementation required

Our lecturers:
INT College has a faculty of instructors and training experts, leading in their fields, with extensive practical experience in applying and teaching the subjects in the hi-tech industry in Israel and worldwide.

Eligibility for INT College's Certificate:
An INT College certificate will be awarded to graduates who meet the course's regulations, submit all exercises and assignments, and attend at least 85% of the lessons.

Main Topics

1. Introduction to AI and Machine Learning

- Understanding the basics of AI and ML: definitions and scope
- Historical overview of AI and ML
- Real-world AI applications and success stories

2. Machine Learning Fundamentals

- Supervised, unsupervised, and reinforcement learning
- Training and testing datasets
- Evaluating ML models and performance metrics

3. Model evaluation metrics

- Overview of key evaluation metrics: accuracy, precision, and recall
- Analyzing model performance using a confusion matrix
- Understanding overfitting and its impact on generalization

4. Data Preparation and Preprocessing

- Data collection and cleaning
- Feature engineering and selection
- Handling missing data and outliers

5. Feature engineering

- Creating and transforming features to improve model performance
- Selecting the most relevant features from data
- Hands-on mini exercise for practical data preparation

6. AI Project Management

- Identifying AI opportunities and assessing feasibility
- Understanding AI project lifecycles
- Resource allocation and risk management for AI projects

7. AI Ethics and Bias

- Ethical considerations in AI and ML
- Bias in AI algorithms and its implications
- Strategies to mitigate bias and ensure fairness

8. Natural Language Processing (NLP) and Computer Vision

- Introduction to NLP and its applications
- Business integration and future of work implications
- Understanding computer vision and image recognition
- Hands-on exercises with NLP and computer vision tools

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המרץ 2