AI-Enhanced Decision Making

MASTERSTART | **Gordon Institute of Business Science** University of Pretoria

8 Weeks Online | 4 – 6 Hours a Week | Live collaborative learning sessions – 60 –90 min

Module Outline

- Orientation
- Introduction to Generative AI and Prompt AI
- Deep Learning Foundations for Business Professionals
- Leveraging Generative AI in Marketing and Content Creation
- Enhanced Decision–Making with Prompt AI
- Generative AI in Product Development and Innovation
- Future Trends and Business Opportunities

Scarce Skill Alignment

- Analytical Thinking and Innovation
- Complex Problem Solving
- Technology Use, Monitoring and Control
- Reasoning, Problem Solving and Ideation

Outcomes

- Develop a working understanding of Generative and Prompt AI and its application use cases
- Confidently use and navigate Generative AI tools and solutions
- Make business decisions off prompt AI inputs
- Incorporate AI in solving business problem processes
- Create efficiencies by identifying AI automation solutions

Assessment Task

Workplace applicable assessment.

THE LEARNING DEVELOPMENT GROUP