

# AI APPLICATIONS FOR GROWTH

Apply AI to solve business problems



# OVERVIEW

Artificial intelligence (AI) has moved into the mainstream, driven by advances in cloud computing, big data, open-source software, and improved algorithms. AI technologies are fundamentally altering how we work, live, and manage businesses. In recent years, generative AI has emerged as a powerful catalyst, revolutionizing industries and redefining business paradigms. This transformative technology empowers organizations with unparalleled creative capabilities, fostering innovation, hyper-personalization, and customer engagement. It equips businesses with the tools to harness predictive insights for informed decision making and the automation of tasks to optimize efficiency.

As generative AI transcends traditional sectors, businesses can expect seismic shifts in product offerings, from personalized healthcare solutions to AI-driven financial products. The AI Applications for Growth online program from Kellogg Executive Education will help business leaders, innovators, and investors harness the power of AI to create customer value and gain a competitive advantage.

## **\$2.6 trillion to \$4.4 trillion**

in value can be generated across industries through generative AI.

*Source: McKinsey*

## **77%**

of organizations have yet to implement AI across several business units, indicating significant opportunities for growth in AI adoption.

*Source: Gartner*

## **54%**

of AI projects successfully transition from the pilot phase to production.

*Source: Gartner*

Most online programs on AI focus on the technologies, tools, and algorithms behind AI. The AI Applications for Growth online program will stretch your thinking and broaden your perspectives with a practical, behind-the-scenes look at how established organizations and startups are putting AI to work for creating value and disrupting industries.

The program, through a diverse set of case studies, original frameworks, and hands-on exercises, equips you with actionable insights for implementing an AI strategy that creates value for your organization and positions you for career advancement.

# WHO IS THIS PROGRAM FOR?

The AI Applications for Growth online program is designed to prepare experienced executives, managers, and consultants to implement AI across enterprise functions. It is also an ideal curriculum for investors seeking a deeper understanding of AI and the potential of integrating generative AI into business functions. This program is ideal for:

**C-suite executive and strategic decision-makers** who seek expert insights on the dynamic AI landscape, including strategies and high-impact initiatives. Discover AI trends, use cases, and industry applications, and learn to leverage generative AI for innovation and competitive advantage. Learn to drive innovative AI initiatives for your organization by learning more about AI trends, use cases, industry applications, strategy, and best practices.

**Senior sales and marketing managers** charged with driving marketing outcomes, focused on integrating AI into your marketing processes and driving transformative results using generative AI. Delve into real-world industry examples and gain the knowledge and tools to enhance customer journey.

**Senior technology managers in IT, healthcare, and finance** looking for a strategic AI perspective to innovate operations, understand AI's business transformation potential, identify capabilities and areas of improvement, and align initiatives effectively.

**Senior management and IT consultants** advising clients on digital transformation, business excellence, and operational transformation and seeking to stay current with the AI revolution to make innovative recommendations in IT and the banking and financial services industries. The new generative AI content of the program provides valuable knowledge and practical tools, enabling you to harness the potential of AI and position generative AI as a game-changer in achieving your business objectives.

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Why AI now? AI is at an inflection point based on a perfect storm of four inter-related trends that are intersecting: cloud computing, big data, open source, and improved algorithms.

- Mohanbir Sawhney

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# KEY TAKEAWAYS

To help you understand AI as the most important commercial opportunity of our lifetime and the potential it offers to your organization, this program provides frameworks to help you build an effective AI implementation plan. In addition, the program offers valuable insights into the capabilities that generative AI can bring to your organization.

**By the end of this program, you will be able to do the following:**

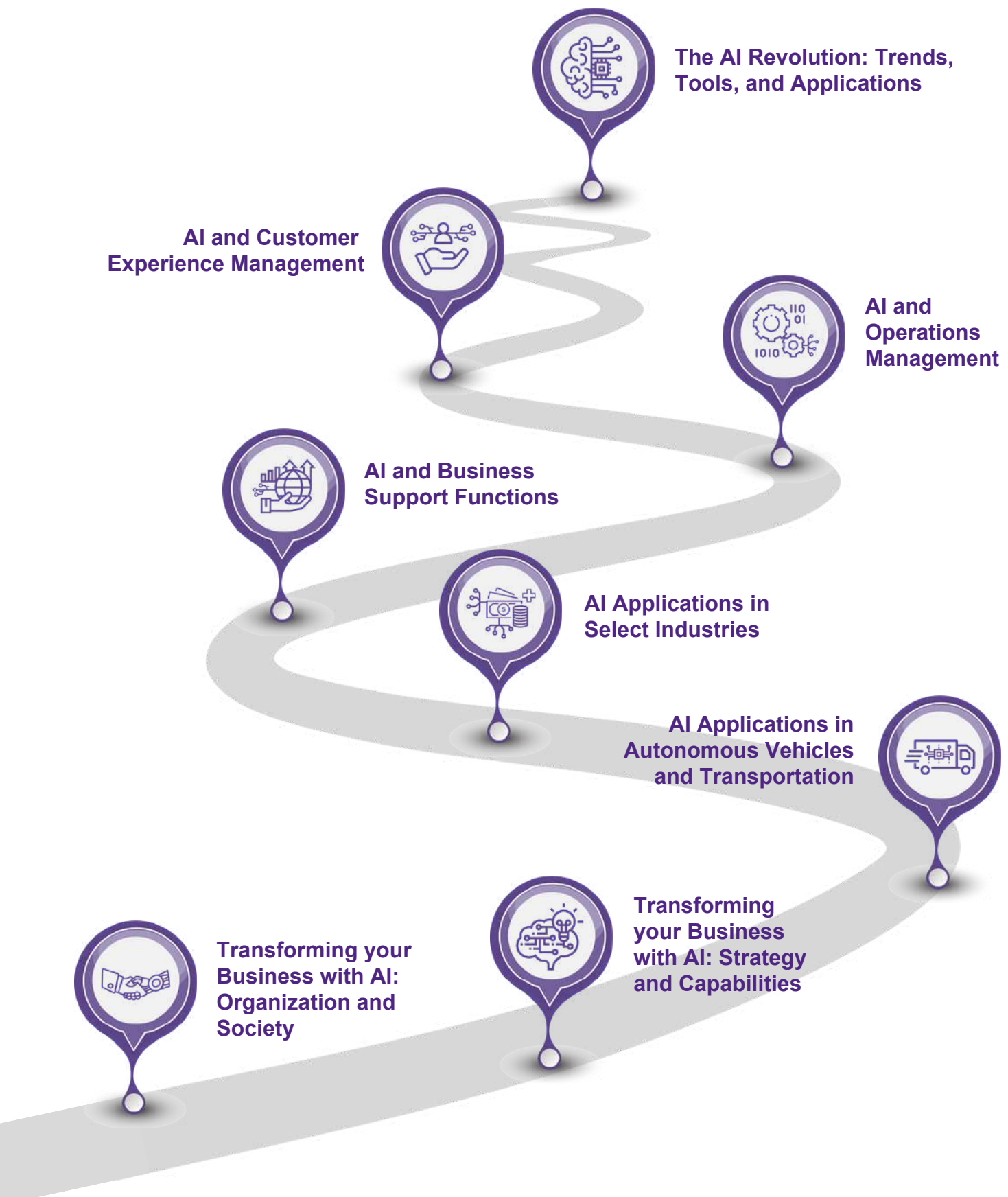
- Understand the business applications and outcomes that can be achieved with AI
- Explore business applications of generative AI with practical examples
- Evaluate the options, strengths, and weaknesses of generative AI and insights on optimal utilization
- Develop a structured tool for defining generative AI use cases within your organization
- Leverage generative AI in end-to-end marketing with real-world industry examples
- Represent the voice of the business as well as the customer to data scientists and engineers
- Craft your AI journey, from strategy and capabilities to execution and organization
- Navigate the black box and ethical considerations of AI to drive responsible AI initiatives
- Join a community of like-minded professionals who are successfully deploying AI in their organizations

# PROGRAM EXPERIENCE

 <b>Live Sessions with Program Leaders</b>	 <b>Dedicated Program Support Team</b>	 <b>Peer Learning &amp; Feedback</b>
 <b>Grading &amp; Evaluation</b>	 <b>Practical Frameworks to Drive Generative AI Strategy</b>	 <b>Action Learning Exercises</b>
 <b>Byte-sized Learning</b>	 <b>Real-world Application</b>	 <b>Case Studies</b>
 <b>Business Use Cases across Industries</b>	 <b>Data Labs with Real-World Data Sets</b>	

# LEARNING JOURNEY

Over the course of eight in-depth modules, you will learn to harness the power of AI to solve real business problems – across the entire enterprise value chain.





# PROGRAM MODULES

In this online program, you will gain a comprehensive perspective on how Artificial Intelligence is being used in practice across organizations, enterprise functions, and an array of industries. In addition, you will learn how to implement AI initiatives and address challenges related to responsible and trusted AI. You will also explore the potential of generative AI through real-world use cases for your organization, gaining actionable insights on implementing a strategy that creates value for your organization and positions you for advancement in your career.

## Module 1

### The AI Revolution: Trends, Tools, and Applications

Kick-starting your exploration of AI, you will learn why it is at an inflection point, along with its fundamentals, machine learning, and deep learning. You will identify key players in the AI ecosystem and explore the seven-step process for framing AI initiatives using the generative AI Canvas.

## Module 2

### AI and Customer Experience Management

Gain an understanding of the Customer Experience DNA (CxDNA) framework to identify use cases for AI across the customer journey. In addition, you will learn how AI is being used to create demand, enable sales, and drive customer service. This module will also offer insights on how to analyze customer segments, conversion rate optimization, and customer churn using the KNIME analytics platform.

## Module 3

### AI and Operations Management

Explore how AI can be used to optimize your assets and operating processes to increase agility, reduce operating costs, enhance quality, and improve safety. In this module, you will also learn about the use cases and Jobs to be Done for AI across five stages in the operations ecosystem: sourcing, making, storing, routing, and delivering products and services.

## Module 4

### AI and Business Support Functions

Learn how AI is being used to transform key business support functions: marketing, human resource management, financial management, IT systems management, and risk management. Explore how generative AI can be effectively applied throughout the marketing life cycle, enabling data-driven insights, compelling content creation, and improved customer engagement with personalized campaigns. Gain valuable insights from industry examples showcasing how generative AI is harnessed for marketing functions.

## Module 5

### AI Applications in Select Industries

Discover how to “verticalize” AI applications to your industry by creating a vertical blueprint for AI in your business and applying this verticalization approach to the healthcare industry and BFSI. You will learn from real-world cases and apply assisted intelligence to hospital readmission, bank fraud, as well as underwriting.

## Module 6

### AI Applications in Autonomous Vehicles and Transportation

As you learn about the evolution of autonomous vehicles and the levels of autonomy, you will understand how to use the “AV Efficient Frontier” framework to define the appropriate level of autonomy for a specific use case. You will also become aware of the ethical and regulatory challenges in commercializing autonomous vehicles, along with the use cases for AI for the autonomous transportation of people and cargo by land, sea, and air.

## Module 7

### Transforming Your Business with AI: Strategy and Capabilities

Synthesize your learning to create an AI strategy for your organization and understand where to focus your AI use cases by applying the generative AI radar to your organization. You will explore the capabilities your organization needs for AI-led business transformation using the AI Capability Maturity Model and discover how organizations evolve in the direction of Zero Touch Enterprises.

## Module 8

### Transforming Your Business with AI: Organization and Society

Find out why business leaders need to drive AI strategy, how to design the optimal AI organization, and the roles and skills needed in AI teams. You will learn how to adapt agile methodologies for AI projects, principles of responsible AI, and ways to govern AI projects to drive responsible and ethical outcomes for your business and society.



# PAST PARTICIPANT TESTIMONIALS

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“Easy to understand content and methodology, reinforced by real-world use cases.”

**Glenn J. Hoormann**

Executive Vice President, eAlliance Corp., Chicago

“Detailed program for the users of AI, rather than data scientists.”

**Diana Gogitidze**

Risk Management Leader, Mashreq Bank, Dubai

“Concrete steps to follow to go about creating an AI use case within any organization.”

**Katie Corcoran**

Business Performance & Analytics Manager, The McDonald's Division, Coca-Cola Co., Chicago

“Offers 360° thinking about AI and its implementation in your organization.”

**Raviindra Kirpane**

Global Technology Leader, LRN, Mumbai

“The verticalization blueprint brought a lot of value and gave us real tools we can use in our organization.”

**Sanjeev Sethi**

President/Founder, InFarSight, New Jersey

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# AI USE CASES

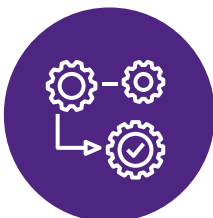
The program highlights the use cases of AI along two dimensions – enterprise value chain and industries.

## AI Use Cases Across the Enterprise Value Chain



### MANAGING CUSTOMERS

Higher revenues and better customer experiences



### MANAGING OPERATIONS













Optimized production, logistics, and maintenance



### MANAGING SUPPORT FUNCTIONS

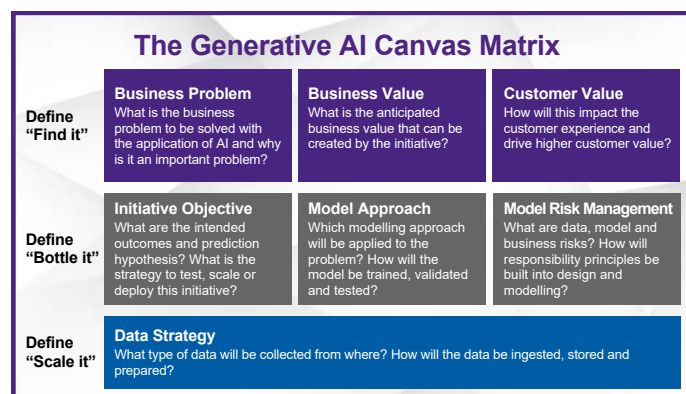
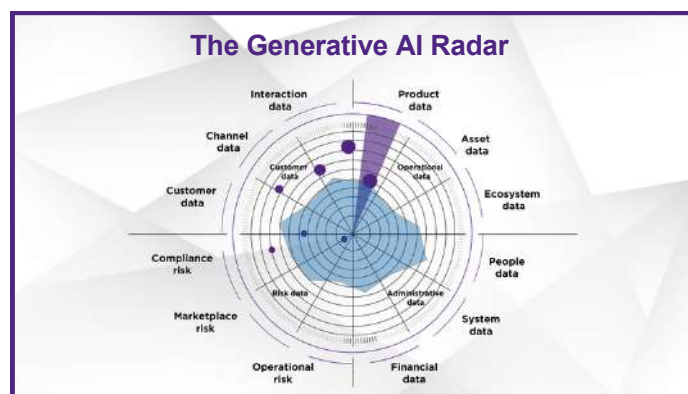
Faster, better, cheaper administrative processes

## AI Use Cases Across Industries

 Transportation	 Healthcare	 Financial Services and Insurance
 Retail	 High-Tech	 Telecommunications
 Utilities, Energy, and Resources	 Manufacturing and Assembly	 Agriculture and Mining
 Consumer Packaged Goods	 Public and Social Services	 Construction and Real Estate

# LEARN WITH USE CASES OF AI

Gain a comprehensive perspective on how AI is applied in practice. Build a robust playbook that helps you frame generative AI initiatives, identify the most impactful business problems, map your AI journey, and drive responsible outcomes.

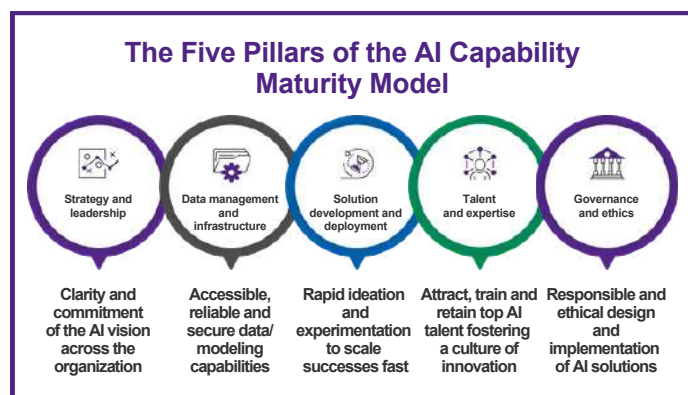


## GENERATIVE AI RADAR

Map enterprise-wide opportunities for generative AI initiatives and surface initiatives with the greatest likely business impact.

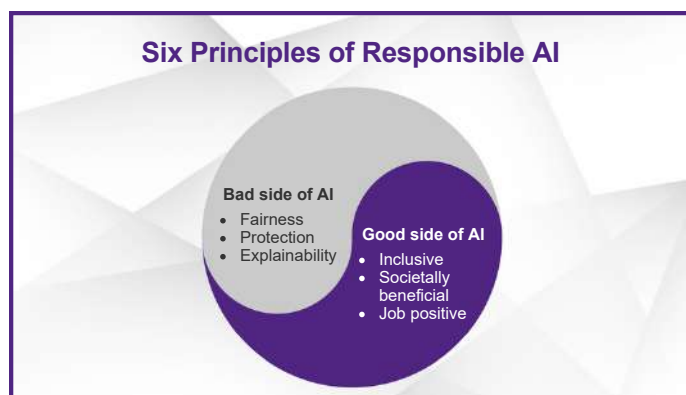
## GENERATIVE AI CANVAS

Apply our recommended seven-step approach to frame and communicate critical aspects of a generative AI initiative.



## AI CAPABILITY MATURITY MODEL

Learn and apply the AI Capability Maturity Model to develop enterprise AI capabilities in a phased and systematic manner.



## SIX PRINCIPLES OF RESPONSIBLE AI

Understand the principles of responsible AI and how to govern AI projects to drive responsible and ethical outcomes.

# INDUSTRY EXAMPLES

The program features business use cases across industries, covering the creative use of AI by a range of platform companies, enterprise companies, and startups. Some featured use cases include:



## Microsoft Corporation

Explore a variety of AI applications from Microsoft including the use of AI to improve agricultural yield, automate key business processes, and for dynamic preventative maintenance.



## Infosys

Healthcare fraud and claims overpayments in the U.S. is a \$100 billion industry. It poses a significant challenge to the payer industry, which incurs billions of dollars to identify and recover this leakage. Some of this cost is also passed to the patient population, leading directly to increased costs. Explore how Infosys partnered with a healthcare organization to reduce overpayment fraud using ML techniques.



## Fooda

Order-up! Matching just 15 restaurants with 15 locations results in 1 trillion combinations everyday, making it incredibly complex to optimize which restaurant to send to which location with how much food. Fooda-AI does such scheduling-at-scale for thousands of restaurant partners at thousands of events every month.



## Teradata

Explore how Teradata and Danske Bank collaborated to design a fraud detection model that innovatively combined ML and DL approaches to generate superior results.

## Other industry examples:

Airbnb, Automation Anywhere, Danske Bank, Delhivery, EXL Service, Fruit of the Loom Inc., Intuit, Jio, KNIME, LawGeex, Manthan, Noodle.ai, Qualsights, Sentient, ShipBob, and VMock.

*Note: All product and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.*

# PROGRAM FACULTY



## Mohanbir Sawhney

Associate Dean for Digital Innovation;  
McCormick Foundation Chair of Technology;  
Clinical Professor of Marketing;  
Director of the Center for Research in Technology and Innovation

Professor Sawhney is a globally recognized scholar, consultant, and speaker in innovation, modern marketing, and enterprise analytics. He has co-authored seven management books as well as dozens of articles in academic and managerial publications. His most recent book, *The Sentient Enterprise*, was published in October 2017. He has won several awards for his research, including the 2006 Sidney Levy Award for Teaching Excellence at the Kellogg School, the 2001 Accenture Award for the best paper published in *California Management Review* and the Outstanding Professor of the Year at Kellogg in 1998. He received the Distinguished Alumnus Award from IIM Calcutta in 2011. In 2014, he was ranked 16th on the list of most influential thinkers of Indian origin by the Institute of Competitiveness. He serves on the Board of Directors at Reliance Jio Infocomm and advises several technology startups. He is a Fellow of the Institute of Study for Business Markets (ISBM) at Penn State University and a member of the Advisory Board at Chicago Innovation. Professor Sawhney holds a Ph.D. in Marketing from the Wharton School of the University of Pennsylvania, an MBA from the IIM Calcutta, and a B. Tech. in Electrical Engineering from IIT Delhi.



## Varun Poddar

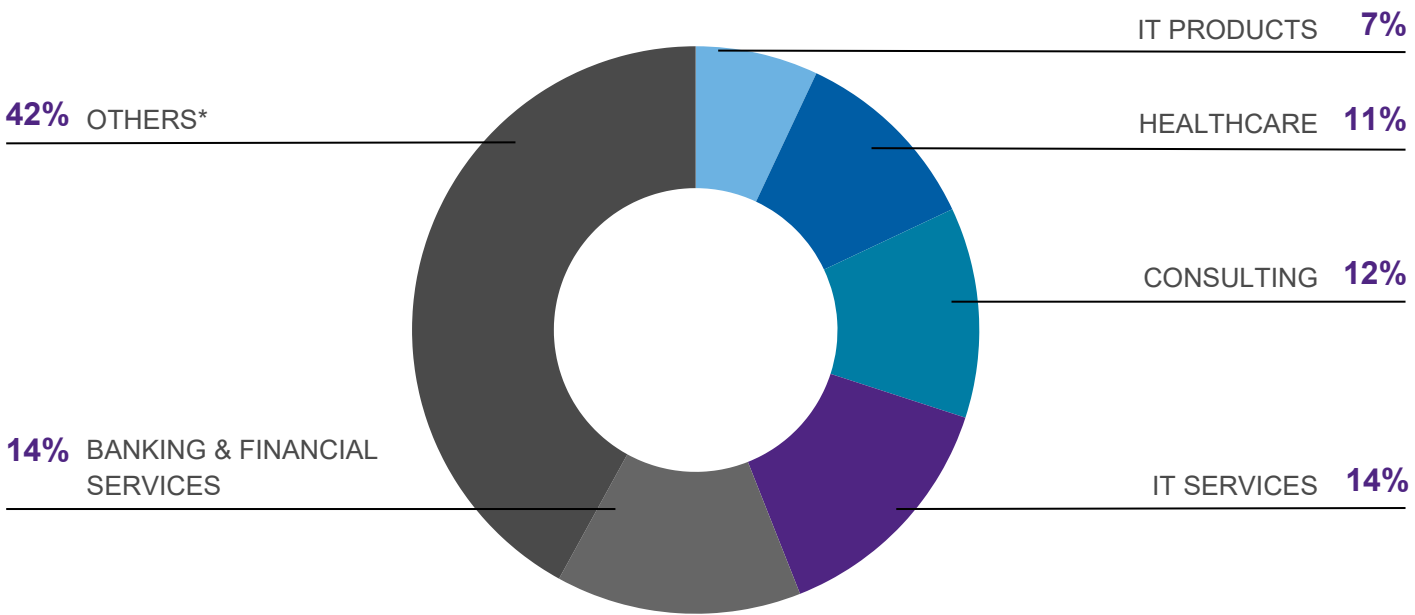
Adjunct Lecturer, Kellogg School of Management

Varun Poddar has 20 years of tech industry experience ranging from Accenture to early stage startups. He has led digital strategy, technology transformation, machine learning, and SaaS implementations in a variety of settings. He has worked with teams across industries including retail, oil and gas, food service, consumer goods, telecommunications, and manufacturing – helping them drive value using technology and data. At Winsight, as head of digital transformation and product innovation, he streamlined legacy technology and data fragmentation, implemented modern cloud platforms, and launched new AI-embedded products. Varun brings together his varied experiences in this Executive Education program as the curriculum architect and subject matter expert. He has worked closely with Mohanbir Sawhney to create AI-specific strategic frameworks and case studies, and to consult with over 50 companies. Varun holds a BS in Industrial Management from Purdue University, an MBA in Marketing and Analytics from the Kellogg School of Management, and a Masters in Engineering Management from the McCormick School of Engineering at Northwestern University. He has also completed advanced certifications in Artificial Intelligence, Data Science, and Agile.

# PAST PARTICIPANTS

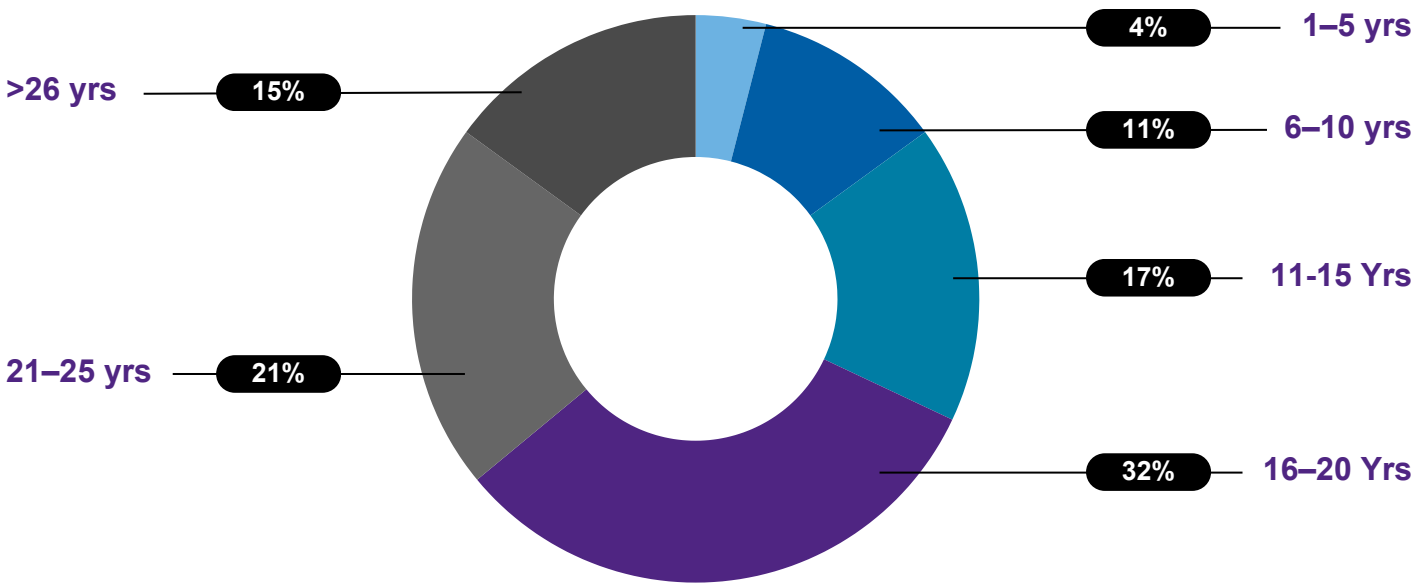
On your journey to learning AI Applications for Growth, you will be in good company. Past participants come from a wide range of industries, job functions, and management levels.

## Participants by Industry



*\*Others- includes Advertising, Ecommerce, Education, Electronics / Hardware, Energy, Fast Moving Consumer Goods, Industrial Goods, Real Estate, Retail, Telecommunications, and more.*

## Participants by Work Experience





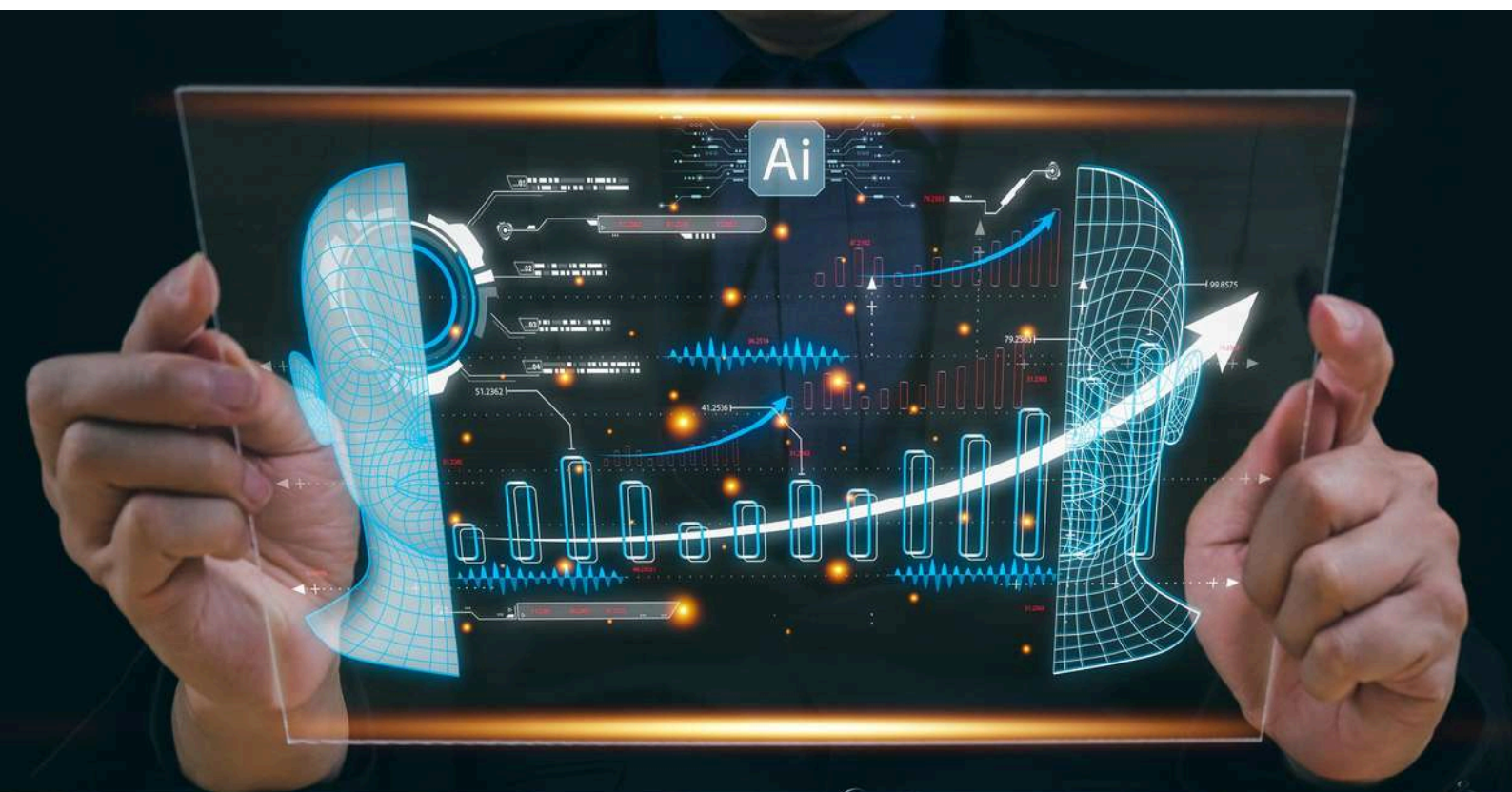
## Representative Companies

Participants include representatives from companies such as:

- Accenture
- Adobe
- Cisco Systems
- Deloitte
- IBM
- Intel Corporation
- Microsoft
- Oracle Corporation
- PricewaterhouseCoopers
- The Coca-Cola Company
- Unilever
- Western Digital Corporation

## Participant Titles Include

- CEOs & Managing Directors
- Chief Marketing Officers
- Senior Brand Director
- Director, Strategy and Innovation
- EVP - Technology and Innovation
- Vice President - Big Data Engineering
- Global Product Manager
- GM & VP of Networking & Communications
- Group Customer Experience Manager
- Chief Data Strategist
- Manager - Strategy Analytics
- Senior Business Growth Consultant
- Senior Sales Managers
- Senior Marketing Managers
- Senior Technology Managers
- IT Consultants
- C-Suite Executives
- Senior Management



# CERTIFICATE

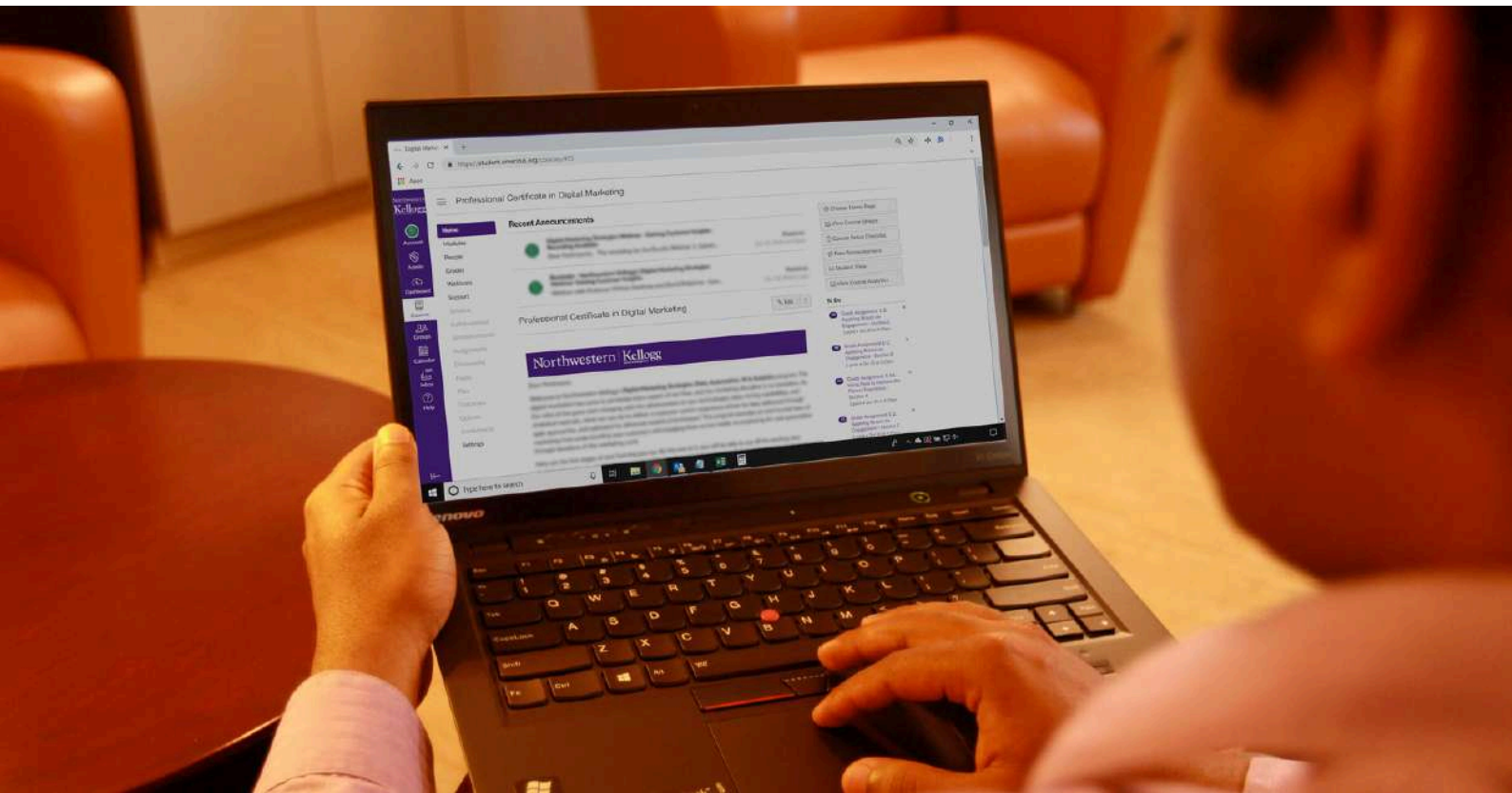
Upon successful completion of the program, Kellogg Executive Education grants a verified digital certificate of completion to participants. This program is graded as pass or fail; participants must receive 80% to pass and obtain the certificate of completion.



*After successful completion of the program, your verified digital certificate will be emailed to you in the name you used when registering for the program. All certificate images are for illustrative purposes only and may be subject to change at the discretion of Kellogg Executive Education.*

*Note: This online certificate program does not grant academic credit or a degree from Kellogg School of Management.*

# THE LEARNING EXPERIENCE

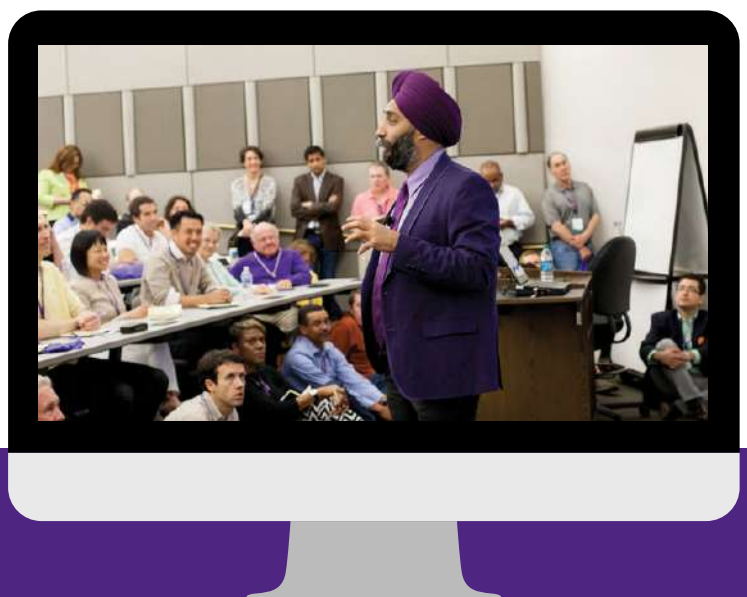


Our programs are designed to meet the needs of individual learning styles, while also leveraging the power of peer learning. This is achieved through a user-friendly learning platform that enables participants to easily navigate the program content to achieve learning objectives.

## Keeping It Real

Our pedagogical approach is designed to bring concepts to life, including:

- Byte-sized learning techniques
- Real-world application
- Peer learning discussions
- Live sessions with program leaders

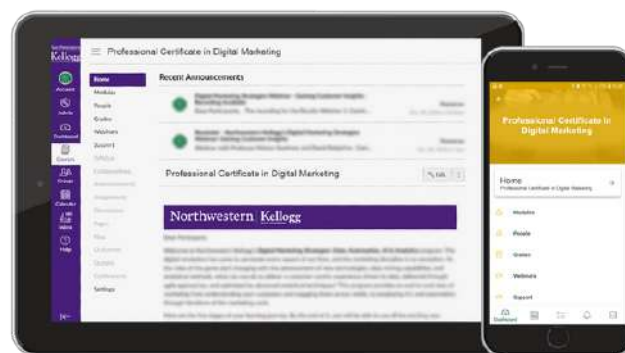


## Keeping It Convenient

Access to program content is flexible and available through multiple devices, allowing working professionals to easily manage schedules and learn remotely—anytime, anywhere. Participants enrolled in the program obtain access to learning materials in a modular approach, with new content released weekly. Program modules include a variety of teaching instruments, such as:

- Video lectures
- Moderated peer discussions
- Class materials: articles, cases, resource library
- Application exercises

To further personalize the program modules, live sessions with program leaders are scheduled during the program, often with Q&A. For participants who are unable to attend these sessions live, a recording is made available so nothing is missed. Our industry-leading learning platform allows participants to create a profile, connect and collaborate with peers, and interact with academic/industry experts such as program leaders and teaching assistants.



## Keeping It Interesting

Our globally-connected classrooms enable participants to seamlessly interact with their peers to complete group assignments and stay on track toward program completion – having culturally enriching encounters along the way.

## Program Requirements

To access our programs, participants will need the following:

- Valid email address
- Computing device connected to the internet: PC/laptop, tablet, or smartphone
- The latest version of their preferred browser to access our learning platform
- Microsoft Office and PDF viewer to access content such as documents, spreadsheets, presentations, PDF files, and transcripts

## Other Requirements

Programs may necessitate the usage of various software, tools, and applications. Participants will be informed about these additional requirements at the registration stage or when the program begins. Our program advisors are also available to respond to any questions about these requirements.





## About Kellogg Executive Education

Kellogg Executive Education empowers business leaders to foster growth in themselves, their teams, and their organizations. Our renowned faculty, consisting of the world's best researchers, educators, and practitioners, provide practical insights that participants can apply as soon as they return to work. Providing a collaborative, immersive environment for our executive development programs, we serve a variety of businesses and executives from a myriad of industries and geographies.

## About Emeritus

Kellogg Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programs. By working with Emeritus, we are able to broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of Kellogg. Emeritus' approach to learning is based on a cohort-oriented design to maximize peer-to-peer sharing and includes live teaching with world-class faculty and hands-on, project-based learning. In the last year, more than 300,000 participants from over 200 countries have benefited professionally from Emeritus' programs.

### Duration

**2 Months, Online Program | 4–6 hours per week**

### Program fee:

**US\$ 2995**

### Connect with a program advisor:

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