

Grow your career.
Level up for the future.

Applied Graduate Certificate in AI Driven Business Intelligence

Unlocking the Value of Data and AI for Your Organization



Carleton
University

Future EDge
Talent Ecosystem



Applied Graduate Certificate in **AI Driven Business Intelligence**

In today's digital age, organizations are increasingly leveraging data and AI to drive business insights, increase productivity, save time, and grow the business. This Applied Graduate Certificate program is tailored for professionals eager to apply data analytics, AI applications, project management best practices and communication strategies. Gain the skills to transform raw data into actionable insights, lead data-driven projects, and communicate with confidence. Earn a certificate from Canada's top-ranked business school.

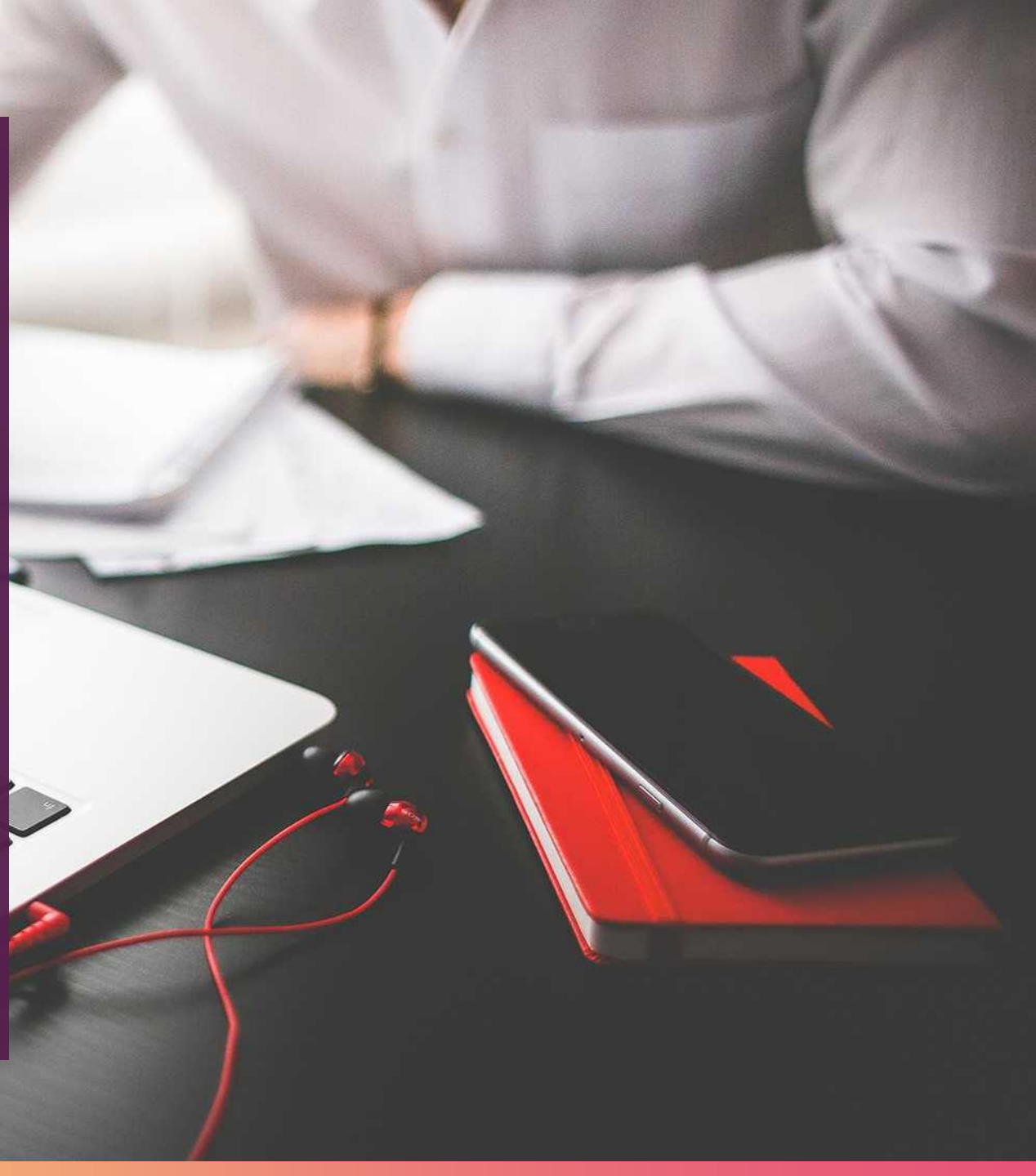
Grow your career.
Level up for the future.



3 terms of study over 6 months



Enrol [today](#)

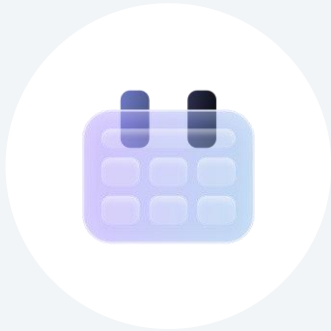


Program Outline



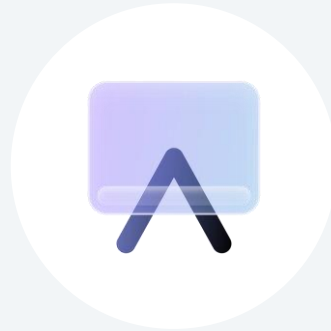
Term 1: Data Analytics & Practical AI Applications							
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Module 7	Module 8
GenAI: Overview	GenAI: LLMs	GenAI: RAG	GenAI: Image & Sound	Descriptive Analytics – Visualizing Data Relationships	Predictive Analytics Part 1 – Building a Regression Model	Predictive Analytics Part 2 – Making Predictions	Prescriptive Analytics – Providing Insight to Guide Actions
Term 2: Leading Projects & Change							
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Module 7	Module 8
Reinforcing Project Principles	Integrating AI with Project Tools	Managing Project Finances	Building the Right Space for Collaboration	Making Decisions as a Team	Setting the Stage for Change	Implementing New Processes	Reporting on Change and its Effectiveness
Term 3: Powerful Communication							
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	Module 7	Module 8
Great Communication Strategies	Storytelling Techniques	Practicing Impactful Communication	Communicating Through Problem Solving & Get Positive Attention	Resolving Conflicts	Communicating to Senior Leaders	Managing Optics and Perceptions	Integrated Communication Strategies

Program **Highlight**



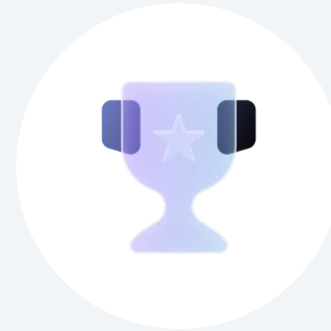
6 Months of Study

Rich learnings spread over a manageable timeframe of 3 terms with a total of 48 hours (i.e. 24 two-hour sessions in total).



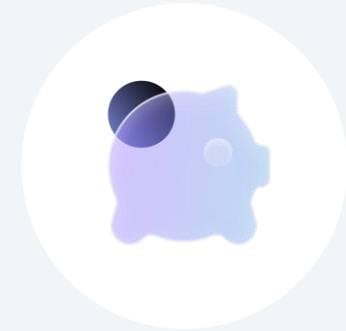
Real-World Application

Apply data analysis and AI techniques to solve actual business challenges. Engage in practical learning experiences that can translate directly to your workplace.



Learn from the Pros

Learn from industry leaders and top-rated Schulich ExecEd instructors who are consistently ranked among the world's best.



Earn Higher Pay

Schulich ExecEd participants gain the confidence, skills and perspective to attain better roles and lead their teams to new heights.

Career Prospects



82%

of surveyed Schulich
ExecEd participants
reported improved
business results

87%

reported improved job
performance

96%

used knowledge or skills
acquired from their
programs on the job

Possible career paths:

- Project Manager
- Program Manager
- Product Manager
- Data Analyst
- BI Analyst
- Business Systems Analyst

Learning Objective



Performance Goal (PG)		Learning Objective
PG 1	Master Data Analysis and Visualization	<ul style="list-style-type: none">• Apply various data analysis methods to extract insights from complex datasets• Utilize data visualization tools to create clear and compelling reports• Communicate data-driven insights effectively through storytelling techniques
PG 2	Harness the Power of AI	<ul style="list-style-type: none">• Identify practical AI applications relevant to various business sectors.• Understand the ethical considerations and best practices for deploying AI technologies
PG 3	Lead Data-Driven Projects	<ul style="list-style-type: none">• Plan and manage data-centric projects from inception to completion• Collaborate effectively with cross-functional teams to ensure stakeholder buy-in• Manage project risks and ensure successful project outcomes
PG 4	Drive Organizational Change	<ul style="list-style-type: none">• Communicate change effectively across the organization• Measure and report on the impact of data-driven changes
PG 5	Enhance Communication Skills	<ul style="list-style-type: none">• Develop and refine personal communication styles to improve overall effectiveness• Present data-driven insights and recommendations confidently to senior leadership
PG 6	Integrate Business Strategy with Data Initiatives	<ul style="list-style-type: none">• Align data initiatives with overarching business strategies and goals• Identify and leverage data opportunities to create competitive advantages• Evaluate and improve data strategies to adapt to changing business environments

Program Content – Term 1



1.1) GenAI: Overview

Explore the business case, capabilities, and future potential of Generative AI.

1.2) GenAI: LLMs

Learn to use large language models (LLMs) like LlamaParse to automate data extraction from PDFs.

1.3) GenAI: RAG

Learn to build a GenAI system on GCP, using LLMs for tasks like summarization and proofreading.

1.4) GenAI: Image & Sound

Learn to use Teachable Machine for no-code image, video, and sound tasks.

1.5) Descriptive Analytics – Visualizing Data Relationships

Learn the basics of descriptive analytics, including data visualization and summarization.

1.6) Predictive Analytics Part 1 – Building a Regression Model

Explore variable relationships with correlation analysis and build predictive models with linear regression.

1.7) Predictive Analytics Part 2 – Making Predictions

Learn to use regression models and Monte Carlo simulations for robust predictions.

1.8) Prescriptive Analytics – Providing Insight to Guide Actions

Learn to use clustering techniques to analyze data and develop actionable business strategies.

Program Content – Term 2



2.1) Reinforcing Project Principles

Learn how to create and manage an implementation plan with best practices in project management.

2.2) Integrating AI with Project Tools

Learn to work with end users of the applications to identify specific needs and new workflows.

2.3) Managing Project Finances

Discover how to apply financial practices to project management and present project success.

2.4) Building the Right Space for Collaboration

Practice your best active listening skills and foster a workspace that favours diversity of thought.

2.5) Making Decisions as a Team

Articulate the vision of the project to motivate the team. Reinforce the roles of each team member.

2.6) Setting the Stage for Change

Partner with stakeholder groups from initial planning. Constant re-enforcement of the goals.

2.7) Implementing New Processes

Apply change and develop the necessary skills to navigate resistance and build buy-in.

2.8) Reporting on Change and its Effectiveness

Measure change and effectiveness. Report findings and present to senior leaders.

Program Content – Term 3



3.1) Great Communication Strategies

Develop your personal communication style and find the right strategies to help you communicate better.

3.2) Storytelling Techniques

Use storytelling techniques to make your communication more engaging.

3.3) Practicing Impactful Communication

Put into practice various skills and techniques that make communicators persuasive and impactful.

3.4) Communicating Through Problem Solving & Get Positive Attention

Learn strategies to capture and maintain positive attention. Master techniques to grab interest and trust.

3.5) Making Decisions as a Team

Enhance your problem-solving aptitude by embracing conflict as an opportunity.

3.6) Setting the Stage for Change

Understand the differences between horizontal communication and “communicating up.”

3.7) Implementing New Processes

Discover ways to further opportunities by facilitating conversations between unconnected parties.

3.8) Reporting on Change and its Effectiveness

Create a comprehensive communication plan for a real or hypothetical scenario.

Who Will Benefit



Early-in-Career Professionals

Individuals seeking to build a strong foundation in data-driven and AI business intelligence will benefit from practical learning experiences and a prestigious credential that enhances their employability.



Project Managers and Team Leaders

Team leaders aiming to improve their project management and communication skills can learn to lead data-driven decision-making processes and drive impactful changes within their teams.

Completion Benefits



Applied Graduate Certificate

You've completed a series of unique, high-level modules, which constitutes an Applied Graduate Certificate.

After completing the program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more organizations look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



32 PMI-PDU. Successful completion of this program will earn PMI® Members, in good standing, Education PDU's in alignment with the PMI Talent Triangle. If this applies to you, you will receive a PDU Claim Code at the conclusion of your program. For more information on how to earn your PDU's, we recommend logging into your Continuing Certification Renewal System (CCRS) to report PDU's and view your certification records. Following this, if you require additional assistance, please contact PMI Support directly.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the Country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We Provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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