Technology Leadership (Online) – Program Topics

The Technology Leadership program curriculum covers the following topics:

**Developing Tech Leadership Acumen:**
Join UC Berkeley faculty for live sessions designed to advance leadership skills that will help you gain maximum traction on your tech initiatives. Through six live leadership development sessions, you will explore how to influence without formal authority, communicate effectively as a leader, drive cultural change, and expand your leadership style.

**Using Data as an Asset:**
You will explore how data can drive effective decision making, through case studies from industries such as advertising, retail, and healthcare. You will dive deeper into data by covering the three main categories of analytics—descriptive, predictive and prescriptive analytics.

**Enabling Digital Transformation:**
Digital technologies have created more opportunities for organizing complex markets. You will learn about various applications of digital strategies successfully adopted by global brands, and contemplate which strategies might prove most effective in your organization. You will understand the impact of digital transformation on business models and study the disruptive products that transformed the banking and financial sectors.

**Transforming Business with AI:**
You will understand the various applications of AI in business and the opportunities being created by advances in AI. Understand what AI is capable of and identify possibilities of implementing AI-driven solutions in your business. You will explore the opportunities presented by Computer Vision, Natural Language Processing, Robotics, and Reinforcement Learning.