ChatGPT, The Future of AI, and the Implications for Business

A non-credit professional program

Harness innovative technologies for strategic advantage.

Artificial Intelligence has arrived, and with it a variety of applications in general business operations. Generating copy, servicing trading teams, assisting with Research & Development and even team management: efficiency gains are real and are immediately accessible to a global audience. This program will demystify the technology and give participants the confidence to explore use-cases in their own workflow and within their organizations.

Who benefits from this program?

Leaders responsible for strategy, growth, or innovation from all industries and functions that seek to increase organization capability to capture new areas of growth. No prior experience with AI or coding is necessary.

What will you gain?

- Gain direct exposure to the OpenAI ChatGPT technology everyone is talking about in a hands-on academic environment.
- Discuss immediate business workflow, management, research, trading and other applications of AI.
- Learn about potential business risks and ESG implications of leveraging AI technologies.

BENTLEY UNIVERSITY

Executive and Professional Education

Program Overview

Session 1

AI and Disruption
■ Primer on Artificial Intelligence in Cultural and Historical Context
■ Geopolitical and Economic Trends to Watch in AI Rollout
■ Case Study: Luddite Political Movement

Session 2

State of the Field
■ Open AI ChatGPT History
■ Competitor Ecosystem
■ Corporate Adoption
■ Case Study: Systematic Trading

Session 3

Best Practices
■ The Mythical Man-Month
■ Workflow Optimizations
■ Workshop: Corporate Structuring

Session 4

AI and ESG
■ AI Deployment and Political Capital
■ Environmental Impact of AI
■ Debate with the AI

Chase C. Cicchetti (MsF, PhD) is the Director of the Lab for Economics, Accounting and Finance at Bentley University in Waltham, Massachusetts. Dr Cicchetti has over a decade of experience in financial markets from bases in Singapore, London and Boston. Dr Cicchetti managed State Street Global Markets' North American fiduciary currency sales process before transitioning to private markets and independent research. He has worked intimately with global central banks and institutional investment teams; he continues to advise on geopolitical and currency risk. The Howard A. Winer Lab for Economics, Accounting and Finance provides a technology-based learning environment for Bentley graduate and undergraduate students, as well as providing a valuable academic link to business industry.

Dr Cicchetti's research interests are emerging markets, currencies, commodities, volatility, inflation, pricing power; FinTech, sustainability and applied artificial intelligence. He joined Bentley University's Finance faculty in January 2020. He currently teaches History of Money, undergraduate & graduate Corporate Finance and Applied Artificial Intelligence as part of the Freshman Development Seminar.

Additional Information:
▪ Curriculum can be adapted to the desired learning goals of the audience
▪ Hands-on experience with the OpenAI ChatGPT Plus environment
▪ No prior coding experience is necessary
▪ Learn immediate business workflow, management, research, trading and other applications of AI
▪ Learn about potential business risks and ESG implications of leveraging AI

Delivery Mode:
▪ In-person