

# Practical Machine Learning and Data Science for Executives

presented by the University of Georgia  
Center for Continuing Education & Hotel



## Learn Online: Lead AI, Machine Learning, and Data Science Projects With Confidence

This 4-day, fully online, immersive (virtual) course from the University of Georgia is for business owners and executives who need to understand the basics of cutting-edge data science and machine learning technologies and how to implement them in their businesses. This class demystifies machine learning and data science and focuses on the practical applications of these revolutionary technologies in business.

Designed for people with little to no coding experience, Practical Machine Learning and Data Science for Executives provides hands-on experience building and implementing data science projects. Upon completion, you'll earn a Digital Badge that signifies your new skillset and expands your career opportunities.

### Format: Online

- The virtual course will span four Saturdays from 1:00 p.m. – 4:00 p.m. (EDT).
- Before each LIVE session, the course candidates view instructor-led video-based tutorials at least three days before each LIVE session. The video tutorials align with the content delivered during the LIVE session.
- Candidates will complete assignments after each LIVE session to consolidate the knowledge gained that day.
- Candidates have one-on-one or group access to Professor Rao during LIVE office hours.
- Candidates will work on a hands-on project based on a given data set (to include: data pre-processing, building a model, predicting, inferencing, and telling the story)

Featuring **Jagannath Rao**, UGA Professor of Practice, College of Engineering

### When: LIVE Sessions and Live Office Hours

April 10–May 1, 2021 (Four Saturdays)

LIVE Online (Virtual) Sessions: Four Saturdays 1:00 p.m. – 4:00 p.m. (EDT)

1. April 10, 2021
2. April 17, 2021
3. April 24, 2021

*Your Final Assignment is Due No later than May 1 at 10:00 a.m.*

4. May 1, 2021

LIVE Online (Virtual) Sessions: Three Wednesdays 5:00 PM – 6:00 p.m. (EDT)

1. April 14, 2021
2. April 21, 2021
3. April 29, 2021

*[Register Here Now!](#)*

## Learn Cutting-Edge Technologies to Advance Your Career

There is a common misconception that artificial intelligence (AI), machine learning (ML), and data science are complex specialties meant only for the technical elite who have an education in the field, or for those with programming experience. But it's becoming increasingly essential for business executives, owners, and manufacturing specialists to understand the basics of data science technologies and be able to implement them efficiently.

This 4-day online (virtual) course addresses these challenges and requires no prior coding experience to succeed. Taught by an industry expert in the field with over 30 years of practical experience, this course provides you with the conceptual, theoretical, and industrial knowledge you need to lead AI, ML, and data science projects with confidence.

### What You Will Learn:

- The basics of data science and data analytics using machine learning
- The basics of developing use cases for business impact and the resources required
- How a data science project is executed and how results are interpreted
- About data sources, data creation, data pre-processing, and the data analytics model building process based on machine learning
- How to implement data science and machine learning in your company projects
- How to use non-programming type machine learning tools and software for the non-practitioner
- How to use data to build predictive analytics models and to measure their performance
- About cutting-edge technologies like Deep Learning and their applications
- Data generation, data pre-processing, building a model, predicting, inferring, and telling a story
- Key terminology of AI, machine learning, and data science

Successful enrollees earn a Digital Badge and [1.8 University of Georgia Continuing Education Units \(CEUs\)](#).

### Who Should Attend?

- Mid to senior-level executives who want to understand data science or who need to start a data science initiative in their business environment
- Business managers and plant managers engaged with their company's digital transformation programs
- Small and large business owners who need to understand the basics of cutting-edge data science technologies and how and where to apply them
- Product management professionals who are involved in the development of data-driven products (IoT, wearables, etc.)
- Business executives seeking to expand their basic skill set in the space of data science



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**Instructor:**

**Jagannath Rao, Professor of Practice  
School of Engineering – University of Georgia**

Jagannath Rao runs a complete course on Machine Learning and Data Science as part of the Georgia Informatics institute in the engineering school. He retired in 2018 after working for 33 years at the global conglomerate Siemens and brings rich industry experience in areas ranging from Industrial Automation to the Internet of Things (IoT). Apart from education in AI, Jag has also spent many years in the practical application of these technologies in the business world, and that includes the widespread application of “Big Data” technologies in the realm of manufacturing, including plant analytics, asset analytics, and digital services. In addition to his role at UGA, he also consults with industry clients in the space of AI & Machine Learning in the context of generating use cases and applying/implementing those technologies.

Professor Rao is an Electrical engineer with a graduate degree in Knowledge Engineering (AI) and an MBA. He has worked around the globe in India, Germany, Singapore, and the USA. With more than 30 years’ experience, including practical hands-on implementation, he brings a large body of expertise which he imparts to the young engineers and industry professionals graduating today.

He has also served as the Chair of the Advisory Board, the University of Georgia – Athens, College of Engineering, and on the advisory boards of Arizona State University W.P. Carey School of Business, Center for Services Leadership, and the Georgia Institute of Technology, School of Biomedical Engineering, Advisory Board.



*This online, immersive course is supported by the  
University of Georgia College of Engineering*



**College of Engineering  
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*For more information about Practical Machine Learning and Data Science for Executives,  
contact [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu) or dial +1-706-542-3537*