uCertify

Course Outline

Artificial Intelligence and Deep Learning for Decision Makers

04 Aug 2025

1. Exercises, Quizzes, Flashcards & Glossary

   Number of Questions

2. Expert Instructor-Led Training

3. ADA Compliant & JAWS Compatible Platform

4. State of the Art Educator Tools

5. Award Winning Learning Platform (LMS)

6. Chapter & Lessons

   Syllabus

   Chapter 1: Preface

   Chapter 2: Artificial Intelligence and Deep Learning

   Chapter 3: Data Science for Business Analysis

   Chapter 4: Decision Making

   Chapter 5: Intelligent Computing Strategies by Google

   Chapter 6: Cognitive Learning Services in IBM Watson

   Chapter 7: Advancement of Web Services by Baidu

   Chapter 8: Improved Social Business by Facebook

   Chapter 9: Personalized Intelligent Computing by Apple

   Chapter 10: Cloud Computing Intelligence by Microsoft

   Videos and How To

1. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

2. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

3. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

4. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**
  1. Best Postsecondary Learning Solution

- **2015**
  1. Best Education Solution

2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**
  1. Best Virtual Learning Solution
  2. Best Education Cloud-based Solution
  3. Best College and Career Readiness Solution
  4. Best Corporate / Workforce Learning Solution
  5. Best Postsecondary Learning Content Solution
  6. Best Postsecondary LMS or Learning Platform
  7. Best Learning Relationship Management Solution

- **2017**
  1. Best Overall Education Solution
  2. Best Student Assessment Solution
  3. Best Corporate/Workforce Learning Solution
  4. Best Higher Education LMS or Learning Platform

- **2018**
  1. Best Higher Education LMS or Learning Platform
  2. Best Instructional Solution in Other Curriculum Areas
  3. Best Learning Relationship Management Solution

- **2019**
  1. Best Virtual Learning Solution
  2. Best Content Authoring Development or Curation Solution
  3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

5. ⚙ Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Preface

Chapter 2: Artificial Intelligence and Deep Learning

- Artificial Intelligence (AI)

- Deep Learning (DL)

- Machine learning versus deep learning

- Introduction to Artificial Neural Networks (ANNs)

- Algorithmic Problem-Solving Approach

- Conclusion

- Questions

Chapter 3: Data Science for Business Analysis

- What is data science?

- Challenges faced by businesses

- Problems that Occur During Model Development

- Problems Faced by IT Organizations While Developing Models

- Artificial Intelligence and Deep Learning Methods to Develop Models

- Improvements in the Business

- Benefits of data science in business analysis

- Conclusion

- Questions

Chapter 4: Decision Making

- Representation Of Problems

- Design and development knowledge representation

- Representation techniques

- Knowledge Representation Issues

- Conclusion

- Questions

Chapter 5: Intelligent Computing Strategies by Google

- The Strategies Of Google In Deep Learning Exploration

- Research Environment By Deepmind And Other Services Provided To The Users

- Business Models Currently Adopted by Google

- Google business model canvas

- Conclusion

- Questions

Chapter 6: Cognitive Learning Services in IBM Watson

- The Cognitive Learning in NLP

- IBM Watson

- Improving services with IBM Watson

- How to impact businesses with IBM Watson

- Conclusion

- Questions

Chapter 7: Advancement of Web Services by Baidu

- Baidu web services and its business orientation

- Deep Learning in Baidu Web Services

- Next steps of Baidu intelligent web services

- Conclusion

- Questions

Chapter 8: Improved Social Business by Facebook

- Introduction

- Introduction to Facebook

- The Current Progress of FAIR for Advancing Social Media

- Application of AI in the Field at Facebook Scale

- Social Media Analytics

- Potential Use of DL in Improving Customers Among Social Media Users

- Conclusion

- Questions

Chapter 9: Personalized Intelligent Computing by Apple

- Introduction to Apple

- AI in Apple: From Siri to the image processing

- Innovation On Intelligent Product Development