

Fall 2026

APPLIED AI FOR PROFESSIONALS



dial founded by
SFU BEEDIE
SCHOOL OF BUSINESS



ELEVATE YOUR IMPACT WITH AI

Are you a forward-thinking professional working to stand out in an AI-driven world? As Artificial Intelligence rapidly transforms industries, the flood of articles and tutorials might leave you asking: Where do I start? How do I keep up and stand out? Which tools make a difference in my work?

The real challenge is not just mastering AI tools—it's using these tools to amplify your unique expertise. Individual contributions can blur when AI is used simply to automate. You want your creative potential to stand out and apply AI as an intelligent assistant that empowers your capacity and skills. The real power of AI rests in you and your preparation to use it effectively.

At Simon Fraser University's Beedie School of Business, we empower you to be the architect of your personalized AI strategy. Our Applied AI for Professionals program is designed to help you strategically integrate AI into your workflow, so your contributions are not just effective— they're exceptional.

PROGRAM STRUCTURE

The Applied AI for Professionals Program is a 7-week program designed to deliver a comprehensive and flexible learning experience. All sessions feature faculty and industry-led content, case studies, discussions, and applied activities to ensure practical understanding and application of artificial intelligence concepts.

ONLINE PEER LEARNING SESSIONS OCTOBER 7 - NOVEMBER 18, 2026		
Title	Date	Time
• Week 1: Opening Amplify Impact with AI	• Wednesday, October 7	• 12:00 - 2:00 PM PT
• Week 2: AI As Your Personal Assistant	• Wednesday, October 14	• 12:00 - 1:30 PM PT
• Week 3: AI As Your Strategic Partner	• Wednesday, October 21	• 12:00 - 1:30 PM PT
• Week 4: AI Tools for Professional Impact	• Wednesday, October 28	• 12:00 - 1:30 PM PT
• Week 5: Automate Workflows with AI	• Wednesday, November 4	• 12:00 - 1:30 PM PT
• Week 6:	WORKING ON THE CAPSTONE PROJECT	
• Week 7: Your AI Capabilities Closing	• Wednesday, November 18	• 12:00 - 2:00 PM PT

**The schedule is being finalized and may be subject to change.*



FLEXIBLE ONLINE LEARNING

7 weeks of on-demand content available through Canvas, allowing you to study at your own pace each week.



TIME COMMITMENT

Recommended 4 to 6 hours per week, making it manageable alongside your professional and personal commitments.



INTERACTIVE LIVE SESSIONS

Opening and Closing 2-hour sessions and weekly 1.5-hour peer learning sessions held via Zoom for collaborative discussions and networking.



CONTINUED ACCESS

Access to all course materials for a limited time after the program concludes, enabling you to revisit and reinforce your learning.



A PERSONALIZED AI STRATEGY

YOUR TRANSFORMATIVE JOURNEY

Gain Confidence in Navigating the AI Landscape

By understanding how AI works and the tasks it can support, you'll gain the confidence to navigate the AI landscape and make informed decisions about which tools are right for you.

Strategically Integrate AI into Your Workflow

Use your problem-solving skills to build use cases that visualize your workflow and identify where AI can make the most significant difference—enhancing the way you work, sparking innovation, and delivering benefits.

Be the Architect of Your Personalized AI Strategy

Amplify your critical thinking and professional strengths by developing an AI application use case, ensuring your contributions are distinctive and impactful.

After completing this program, you will walk away with the power to seamlessly integrate AI into your workflows. Equipped with a personalized AI use case that amplify your unique expertise, you'll stand out in your professional journey. The ethical considerations you learned enables you to use AI responsibly and make a lasting impact in your professional sphere.

A PROGRAM CERTIFICATE WILL BE AWARDED WITH THE SUCCESSFUL COMPLETION OF THE PROGRAM.

PROGRAM ROADMAP

EXPLORE AI TOOLS

- Amplify Impact with AI
- AI As Your Personal Assistant
- AI As Your Strategic Partner

CREATE A VISION FOR AUTOMATION

- Reflect and create idea for process automation.

APPLY AND EXPERIMENT

- Navigate AI Tools for Professional Impact
- Automate Workflows with AI
- Demonstrate Your AI Capabilities

DEVELOP THE WORKFLOW

- Develop Capstone project for an AI-assisted process.



- Create an AI workflow to automate and simplify an existing process.

“I came out [of the program] with a lot... having AI do a lot more of the work and me being the human that evaluates how well it did. It really changed how I approach my work.”

**Shukri Ahmed, Manager, Clinical Informatics
Provincial Health Services Authority**

SUBMIT YOUR APPLICATION



ACTION-ORIENTED CURRICULUM

MODULE 1

AMPLIFYING IMPACT WITH AI

- Recognize differences between traditional AI and generative AI
- Explore use cases of AI transforming industries and identify opportunities
- Consider ethical implications and potential biases in AI systems.
- Learn key terminology and players in the AI space and develop a mindset for continuous learning.

INSTRUCTORS

Dr. Andrew Gemino

MODULE 2

AI AS YOUR PERSONAL ASSISTANT

- Learn key components of successful prompts and apply frameworks to structure interactions.
- Use storytelling and context to improve AI understanding.
- Experiment with prompts to refine outputs, embracing continuous improvement.
- Utilize AI's conversational capabilities to maintain productive dialogues.

INSTRUCTORS

Dr. Simon Ford

MODULE 3

AI AS YOUR STRATEGIC PARTNER

- Map out tasks for AI value addition, designing end-to-end processes.
- Apply a holistic approach, ensuring cohesion in AI integration.
- Recognize tasks suited for AI and optimize team collaboration.
- Maintain oversight and foster a culture valuing AI and human contributions.

INSTRUCTOR

Dr. Blaize Horner Reich

MODULE 4

NAVIGATING AI TOOLS FOR PROFESSIONAL IMPACT

- Compare AI models like GPT-4, Google Gemini, and Meta AI.
- Assess tools based on functionality, scalability, ease of integration, and practical evaluation techniques.
- Align AI tools with user needs, ensuring they enhance human capabilities.
- Analyze case studies of AI implementations, identifying potential challenges and solutions.

INSTRUCTOR

Dr. Eman Nasr

MODULE 5

AUTOMATE WORKFLOWS WITH AI

- Plan for growth and long-term viability using modular architectures and flexible solutions.
- Align AI initiatives with stakeholder's objectives and ensure seamless adoption across existing technologies.
- Outline timelines, resources, and key milestones to guide successful AI integration.
- Mitigate misuse risks, establishing protocols for human intervention.

INSTRUCTORS

Instructor Mike Church

MODULE 6

DEMONSTRATING YOUR AI CAPABILITIES

- Synthesize concepts and techniques into a coherent AI solution.
- Identify a professional challenge and develop an AI-driven approach.
- Apply testing, feedback loops, and critical assessment to ensure the AI use case is practical, effective, and adaptable.
- Present the AI use case.

INSTRUCTOR

Dr. Andrew Gemino
Dr. Blaize Horner Reich

UNPARALLELED FACULTY EXPERTISE

Learn from our renowned faculty members, bringing their extensive experience in AI applications and Design Thinking methodologies. Through their guidance, you'll engage with tailored content and participate in immersive sessions through a mix of interactive live sessions and self-paced learning modules, all aimed to help you gain deeper insight into emerging AI topics and utilize a user-centered approach to AI-driven problem solving for any role or industry.



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ABOUT SFU BEEDIE

SFU's Beedie School of Business is a dynamic institution delivering cutting-edge research and education programs across three British Columbia campuses. We pioneered Canada's first Executive MBA and the first Indigenous Business Leadership EMBA in North America.

Accredited by AACSB and EQUIS, our reputation for innovation, social responsibility, and global perspective is recognized worldwide. Our alumni network spans 80 countries and comprises more than 30,000 successful graduates.

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**COMPREHENSIVE
UNIVERSITY IN CANADA**
14 out of the last 15 years
(as of 2023), according to
Maclean's Magazine

1%

OF BUSINESS SCHOOLS
worldwide have
AACSB and EQUIS
accreditation



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**SFU BEEDIE
SCHOOL OF BUSINESS**

DIGITAL INNOVATION AND LEADERSHIP (DIAL)

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Simon Fraser University respectfully acknowledges the x^wməθk^wəyəm (Musqueam), S^lk^wxwú7mesh Úxwumixw (Squamish), sə^lililwəta²4 (Tsleil-Waututh), ǫ́íćəý (Katzie), k^wik^wəłxəm (Kwkwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.