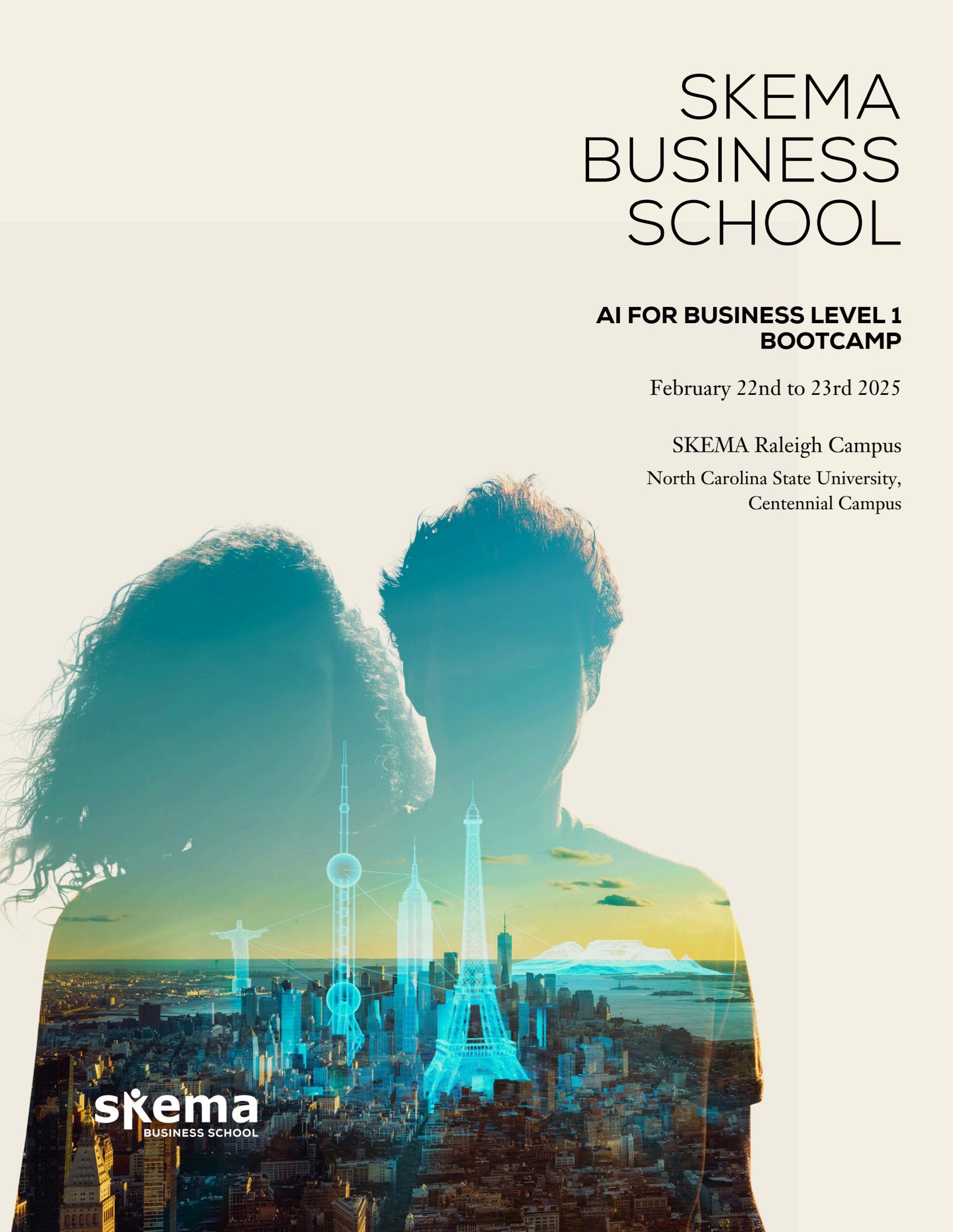


# SKEMA BUSINESS SCHOOL

## AI FOR BUSINESS LEVEL 1 BOOTCAMP

February 22nd to 23rd 2025

SKEMA Raleigh Campus  
North Carolina State University,  
Centennial Campus

The background of the poster features the silhouettes of a man and a woman in profile, facing each other. Overlaid on their silhouettes is a vibrant cityscape at sunset or sunrise, with a golden glow. Several iconic landmarks are highlighted in a bright cyan color: the Christ the Redeemer statue, the Oriental Pearl Tower, the Empire State Building, the Eiffel Tower, and the Rocky Mountains. A network of white lines connects these landmarks, suggesting global connectivity and technology.

**skema**  
BUSINESS SCHOOL



# ARTIFICIAL INTELLIGENCE BOOTCAMP

In today's economy, challenges and a lot of complex problems are not solved in isolation of a specific discipline. Artificial intelligence (AI) and machine learning (ML) have become buzzwords for advancing technology in our business life, particularly those in the Science, Technology, Engineering, and Mathematics (STEM) education and domain.

***AI/ML fields can equip students with critical thinking and valuable skills by incorporating real-world learning experiences and projects to solve industry-specific challenges.***

This AI for Business Bootcamp introduces the growing world of AI to high school students, and empowers students by giving them an informed understanding of AI/ML and allowing them to consider implications for their career paths.

## OBJECTIVES

- 1 Students learn AI and ML to help advance critical thinking and problem-solving capabilities.
- 2 Students learn to analyze data, identify patterns, and make data-driven decisions—essential skills that are in any field.
- 3 Students apply their knowledge and creativity to real-world problems: Capstone project.
- 4 Students understand generative AI and ChatGPT.
- 5 Students prepare real-world data for analysis, AI and ML knowledge that can reveal exciting job opportunities.

# A.I. Bootcamp

## PROGRAM CONTENT & CURRICULUM

The AI for Business Bootcamp introduces high school students to AI, enhancing their critical thinking and problem-solving skills through real-world applications. Students learn to analyze data, identify patterns, and make data-driven decisions while working on a capstone project.

***No prerequisites required***

### **DAY 1:** SATURDAY, FEBRUARY 22

- Understanding the Python language and its ML/AI libraries
- Learning Supervised Learning, including regression models and classification algorithms

### **DAY 2:** SUNDAY, FEBRUARY 23

- Understanding Generative AI, prompt engineering, and ChatGPT
- Using real-world data to complete a Team Capstone project



## PROGRAM INSTRUCTOR

**Dr. Majed Al-Ghandour** received a Ph.D. in Engineering from North Carolina State University. His area of interest include Data Mining, Data Analytics, Predicting Models, Visualization, AI/Machine Learning/Deep Learning, Programming, Funding Optimizations, and Risk Analysis.

# PRACTICAL INFORMATION

## TARGET

- 🎯 High school students with a passion for AI  
\*Open to all grades of high school

## DATES

- 📅 February 22 - 23, 2025  
10:00am - 4:00 pm

## LOCATION

- 📍 SKEMA Business School  
920 Main Campus Drive  
Venture 2 Building  
Suite 101  
Raleigh, NC 27606

## TUITION

- 💰 \$170  
(Lunch Included)

## ENROLLMENT

- ✅ **Enroll here**

**Note: This is not an overnight camp.**

## CONTACT

- ✉️ [programs-raleigh@skema.edu](mailto:programs-raleigh@skema.edu)
- ☎️ (215) 900-4054



\* Payment Terms:

- ▶ Refund Policy: 100% up to 20 days prior to program start | 50% up to 10 days prior.
- ▶ Please note that there is a \$5 fee by the third party billing company on on all card purchases. Check payments do not carry a fee.
- ▶ Please contact us if you would like to pay with a check.

# ABOUT SKEMA BUSINESS SCHOOL



SKEMA Business School is a global, multi-accredited research and educational institution that prepares the business talents of the 21st century - responsible, mobile, multicultural, entrepreneurs with abilities to manage information, data and knowledge.

9  
campuses on  
5 continents

70  
undergraduate, graduate,  
and post-graduate programs

130  
nationalities on  
SKEMA's campuses

160  
educational  
partnerships

10,000  
students around  
the world

57,000  
alumni  
in 145 countries

## DUAL DEGREE WITH NORTH CAROLINA STATE UNIVERSITY:

### SKEMA's Bachelor of Business Administration in International Business



SKEMA's BBA in International Business offers students practical business knowledge, an innovative curriculum, and an internationally immersive experience. With campuses across 5 continents, students receive a truly global business education.

The multicultural experience combined with a year of studying abroad strengthens our students' perspective, expertise, and knowledge. They finish their program in 4 years with the opportunity to earn a dual degree from both SKEMA and one of our partner institutions, including NC State University.

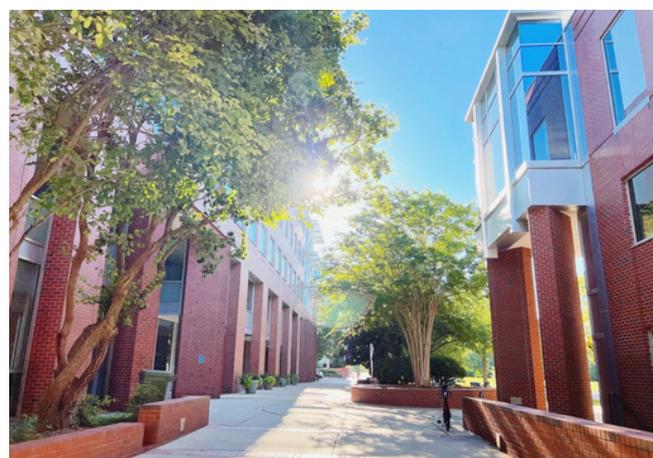
 [Learn more about the BBA program.](#)

## THE SKEMA RALEIGH CAMPUS

The SKEMA Raleigh Campus was established in 2011 in Raleigh, North Carolina. Student enrollment is between 350 and 500 students per semester, supported by 10 staff and 60+ faculty. The Raleigh Campus is located on NC State University's Centennial Campus with classrooms, administrative offices, and student common spaces across three buildings.

### Partner of NC State University

Through a premier partnership fostered by NC State's Global Training Initiative (GTI), SKEMA students on the Raleigh Campus are enrolled at both institutions and benefit from the focused attention of a small school with the amenities and student experience of a large American university.



The Raleigh Campus offers a portfolio of undergraduate and graduate programs, including:

- *Bachelor of Business Administration*
- *Master in Management*
- *Master of Science in Financial Markets & Investments*
- *Master of Science in International Business*
- *Master of Science in International Marketing & Business Development*

SKEMA USA ON SOCIAL MEDIA:



WWW.SKEMA.EDU/USA

**skema**  
BUSINESS SCHOOL

# SKEMA BUSINESS SCHOOL

Belo Horizonte Dubai Lille Nanjing Paris Raleigh Sophia Antipolis Stellenbosch Suzhou

## GLOBAL BBA

Business Administration - *Belo Horizonte*  
Global Management - *Sophia Antipolis*  
International Business - *Raleigh*

## ESDHEM

Prep School + French Licence  
► Management  
► Law

## GRANDE ECOLE PROGRAMME

Master in Management

## MASTÈRE SPÉCIALISÉ® / SPECIALISED MASTER

CGE-certified

- MS Auditing, Management Accounting & Information Systems
- MS Wealth Management
- MS Supply Chain Management and Purchasing
- MS Project and Programme Management & Business Development
- MS Marketing Data & e-Commerce

## TWO-YEAR MSc

## MASTERS OF SCIENCE PROGRAMMES

### Marketing

- International Marketing & Business Development
- Luxury & Fashion Management
- Global Luxury & Management
- Luxury Hospitality and Innovation  
*Dual degree with École Ferrière*
- Digital Marketing
- Product Management & UX Design —  
*Dual degree with POLIMI Graduate School of Management and POLI.design*

### Finance

- Corporate Financial Management
- Financial Markets & Investments
- Auditing, Management Accounting & Information Systems
- Sustainable Finance & Fintech

### Management

- Project and Programme Management & Business Development
- Digital Business & Artificial Intelligence
- International Human Resources & Performance Management
- Global Supply Chain Management & Procurement (*in collaboration with MIT Center for Transportation & Logistics*)
- Sport, Event and Tourism Management
- Research & Management Innovation
- Management Science  
*Dual degree with Tongji University*

### Business & Strategy

- International Business
- Entrepreneurship & Innovation
- Entrepreneurship and Design for Sustainability — *Dual degree with POLIMI Graduate School of Management and POLI.design*
- Business Consulting and Digital Transformation
- International Strategy & Influence
- Artificial Intelligence for Business Transformation — *Joint degree with ESIEA*

### Other programmes

- Academic Diploma Programme in Technology, Entrepreneurship & Start-up Management — *Collaboration with Berkeley*
- Academic Diploma Program in Digital Marketing and Business & Management of Entertainment or Music Business — *Collaboration with UCLA*

## TRIPLE MASTER

Loyola X SKEMA X LMU  
(USA/France/Germany)

## PHD & DOCTORAL PROGRAMMES

## GLOBAL EXECUTIVE MBA

## EXECUTIVE SPECIALISED MASTER® PROGRAMMES

## EXECUTIVE PROGRAMMES FOR MANAGERS

- Programmes leading to a qualification
- Certificates and short programmes
- Customised programmes
- Online programmes

## SUMMER SCHOOLS

WWW.SKEMA.EDU