



**Wharton**  
UNIVERSITY of PENNSYLVANIA

2024

**ALAN MARIOTTI**

**BUSINESS AND ARTIFICIAL INTELLIGENCE CERTIFICATION**

**AI Strategy and Governance** - Economics of AI | AI Innovation | Algorithmic Bias and Fairness | AI Governance and Explainable AI

**AI Applications in Marketing and Finance** - AI and the Customer Journey | Personalization | Finance | AI Application in Finance

**Managing Social and Human Capital** - Motivation and Reward | Tasks, Jobs and Systems of Work | Managing Good and Timely Management Decisions | Designing and Changing the Organization's Architecture

**Cryptocurrency and Blockchain: Digital Currencies** - Cryptocurrencies | Rules and Structure of Bitcoin | Cryptocurrency as an Asset Class | The Blockchain Ecosystems

