



MASTERSTART

**Gordon Institute
of Business Science**
University of Pretoria



Delivered 100% online



4 – 6 learning hours per week



8 weeks

AI-Enhanced Decision-Making

Make smarter decisions with the power of AI

The hardest part of decision-making is knowing if you've made the right one. This course helps you use the power of generative AI as a strategic thinking partner that deepens your thinking and sharpens your judgment. You'll learn to identify opportunities where AI adds value, and build effective AI workflows so you can utilise it as a trusted collaborator in your daily business decisions.

What will you learn?



AI automation

Leveraging artificial intelligence to streamline workflows and enhance productivity.



Integrate AI into decision-making

Using artificial intelligence to support data-driven, efficient business decisions.



Optimise business processes with AI

Streamlining operations by implementing AI-driven solutions.



Critical thinking

Analysing situations, identifying patterns, and making reasoned decisions to solve problems effectively.



Market awareness

Staying informed about market trends, customer preferences, and competitor activities to make informed business decisions.



Generative AI proficiency

Understanding of LLMs and utilising generative AI technologies to enhance business processes and innovation.

Contact Us



+27 21 201 1167



register@masterstart.com



www.masterstart.com



Certificate of
Competence

Course outline

 6 collaborative learning sessions



WEEK 1

Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

Module 1

Introduction to AI and decision-making

Discover how generative AI supports decision-making, explore key tools and capabilities, and understand the principles of ethical decisions.



WEEK 3

Module 2

AI foundations for business decision-making

Learn to integrate generative AI into structured workflows, apply decision protocols to business scenarios, and assess its impact on efficiency, innovation, and risk.



WEEK 4

Module 3

Leveraging generative AI in decision-making

Use AI-driven insights to frame business problems, assess decision frameworks, and critically evaluate recommendations in a market context.



WEEK 5

Module 4

Enhancing decision-making with generative AI

Apply AI workflows to close information gaps, generate and evaluate options, and make data-driven decisions with effective human oversight.



WEEK 6

Module 5

The human-AI partnership for enhanced decision-making

Explore the evolving role of humans in AI-enabled decisions, assess strengths and limitations, and apply best practices for effective human-AI collaboration.



WEEK 7

Module 6

Ethical considerations

Recognise ethical challenges in AI-assisted decisions, address bias, and apply principles of fairness, transparency, and accountability.



WEEK 8

Final assessment

Decision-Making Process using generative AI relevant to a business environment.

Who is this course for?

Professionals who want to work smarter with AI to make better-informed decisions. If you want to learn best-practices for collaborating with AI to develop work-flows, this course gives you the mindset and structure you need to succeed.

The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

Contact Us



+27 21 201 1167



register@masterstart.com



www.masterstart.com



Certificate of Competence