

Artificial Intelligence for Executives : Creating and Capturing Value Through Artificial Intelligence

If data is the driver of digital transformation, artificial intelligence is the key that unleashes its power. In this new data-driven world, global executives need a strong grasp of the capacity of AI to boost their individual and organizational performance, as well as knowledge of the opportunities, challenges and threats it represents.

Artificial intelligence has the power to transform global firms by offering new sources of advantage and innovative business models. At the same time, it unleashes disruption that will determine which players ultimately capture value. Discover its power as a catalyst for innovation, growth, and competitive advantage.

The “Artificial Intelligence for Executives” program provides participants with a broader understanding of the power of AI, including its impact on business models, sources of competitive advantage and organizational structure.

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- Gain a stronger grasp of AI to address and exploit its opportunities.
 - Evaluate the business impact of AI, including potential sources of competitive advantage.
 - Gain a solid understanding of AI as a catalyst for innovation and source of competitive advantage.
 - Analyze real-life AI integrations to better appreciate their strategic benefits and challenges.
 - Discover opportunities to create value through AI implementations.
 - Explore real-life examples of AI integrations to better understand their core challenges and strategic benefits.
 - Assess the implications of AI from an organizational standpoint.
 - Analyze how AI shapes your role as a senior decision maker, including its ethical ramifications.



Who should attend

Artificial Intelligence for Executives : Creating and Capturing Value Through Artificial Intelligence Course training course is ideal for:

General managers, senior executives and senior decision-makers.

Business leaders and senior executives.

The program explores AI from a managerial perspective and does not require a technical background.



Day 1

An overview of artificial intelligence

- Real-life examples in global industry
- Core AI applications: machine learning, natural-language processing and robotics
- A closer look at machine learning and framework for understanding its implications



Day 2

The implications of AI on managers and organizations

- Artificial intelligence and human resources
- Artificial intelligence and marketing
- New AI Platforms



Day 3

The interplay between AI and corporate strategy

- Analysis of competitive landscapes
- Identifying potential sources of competitive advantage
- The role of data and algorithms



Day 4

Implementing AI: technological and organizational perspectives

- Technological considerations
- Organizational challenges in AI integrations
- Business Cases and practices.



Day 5

Ethical and privacy concerns

- Ethical considerations in the use of AI
- Societal impacts
- Business Cases