





ONLINE SHORT COURSE: ARTIFICIAL INTELLIGENCE STRATEGY FOR EXECUTIVES

Focusing on the organizational and managerial implications of AI technologies rather than their technical dimensions, this online short course will help those with strategic decision-making responsibilities to discover the right AI use cases for their organizations, create project pilots and scale up promising ones, develop and operate core teams, define organizational KPIs for AI strategies and evaluate the process towards becoming AI-empowered organization. The learning tools include interactive media such as videos and idea sourcing activities as well as webinars, and course summary handouts.

Topics Covered:

- Definition, scope and importance of AI
- The most relevant AI technologies
- The impact of AI on our society
- AI opportunities & challenges for leaders
- Effective AI strategy development & execution
- Case studies on effective AI strategy development & execution

 1500 USD+VAT

 Webinars on Wednesday January 20th 2021 from 2 pm to 6 pm (GMT+4) and January 21st 2021 from 2 pm to 6 pm (GMT+4)
 Self-paced video learning which can be accessed anytime from mid-January to mid-February

Lecturers



Dr. Dima Jamali

- Professor and Dean of the College of Business Administration at the University of Sharjah, UAE



Dr. Aybike Öngel

- Academic Program Director, and Member of the Academic Board and Executive Board at AI Business School



Selçuk Boydak

- Founder of AI Business School
- International AI entrepreneur and investor
- Former strategy consultant and top executive advisor



Ulrich Hoffmann

- Former Group COO and Executive Board Member of UBS



Davide Gallo

- Senior manager business development Machine Learning and AI, Amazon Web Services



Dr. Noah Raford

- Chief of Global Affairs, "Futurist-in-Chief" at the Dubai Future Foundation
- Former advisor on futures, foresight, and innovation in the UAE Prime Minister's Office.



Dr. Camille Beyrouthy

- Co-founder and CEO of Avalanche Consultancy and Advisory Services
- Former COO and head of strategy at the Saudi real-estate refinancing company (SRC)

registration link: www.aibusinessschool.com/uni-sharjah-ai-strategy-for-executives

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