

Woxsen
Executive
Education



AI IN BUSINESS

Drive business growth and innovation
through integration of AI & digital technologies

Program Overview

The "AI in Business" Executive Education program offers a comprehensive exploration into the field of Artificial Intelligence (AI) and its profound impact on modern-day business practices. This program is designed for managers seeking to understand and leverage AI technologies within their organization.

This program covers the scope of AI in topics such as Strategy, Business Fundamentals, Business Operations. Through presentations, case studies, real life examples, conversations, demonstrations, hands-on practice sessions, large and small group exercises, role plays, and simulations, this program is eminently participatory.



Program Modules

Module 1

Artificial Intelligence Strategy

These sessions introduce Artificial Intelligence, the digital revolution, innovation and the impact of technology on business and society:

- Fanuc, HRBlock, Blackrock and Other Real Cases
- State of Art
- What is Artificial Intelligence?
- AI weak and strong
- The promises of AI
- The AI project

Module 2

Artificial Intelligence in Business Fundamentals

These sessions show the characteristics of an Artificial Intelligence-oriented business model: Paypal, Mastercard, Visa and others:

- AI in Strategic Planning
- Artificial intelligence in Blockchain, cryptocurrencies and NFTs
- Data to Decisions: AI and Big Data
- AI and the Cloud
- AI in cybersecurity
- AI in business optimization
- AI and Operational Risk Management

Module 3

Artificial Intelligence in Business Operations

These sessions describe cooking in the innovative AI-based Fintech sector:

- AI applications
- AI and Marketing
- AI and Sales
- AI in Education
- AI and Wealth
- Self driving
- AI in IT Management
- AI in Healthcare
- AI in Finance: Security, Commodity, Energy and Alternative trading systems
- AI in Fintech: Payments, Peer to peer, Online, SME Microlending
- AI in Public Policy
- AI in art

Module 4

Artificial Intelligence in Business Trends

These sessions review future trends in the different sectors:

- The future employment market
- Business in the future
- AI limitations and pitfalls
- AI ready culture
- AI-run economy
- Bionic enterprise
- Digital Entrepreneurship
- A world of digital assets
- Digital habitus: love, family and relationships

Module 5

Seminar

During this session, participants present their projects and get group feedback

- The future employment market
- Business in the future
- AI limitations and pitfalls
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Evaluation Criteria

There are two requirements: individual and group effort:

- Class participation 50%

- Final group project 50%

Who Should Attend

This program is specifically structured to cater to the needs of those holding leadership roles and responsibilities within their respective organization. Please note that this program is not designed for individuals who seek to cultivate in-depth and focused expertise in any field related to Information Technology

Learning Outcomes

Upon completing this program, participants will attain a robust understanding and practical experience of Artificial Intelligence and digital technologies. Participants will be able to read and understand different aspects of innovation and will be more effective in conversing and negotiating with vendors and technology professionals.

Faculty



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