Hybrid masterclass

Artificial Intelligence for Managers

In this 3 day masterclass, you will learn the fundamentals of Artificial Intelligence (AI). You will familiarise yourself with use cases, algorithms, technologies and frameworks, which will enable you to set the effective steps to launch and operationalise AI in your organisation.

Experienced AI strategists and University of Amsterdam professors will give you a thorough overview of the AI modalities and their application in the different business functions. However, AI is not just about data and technology. To really create business value with AI you need to scale up from isolated Proof of Concepts to a coherent approach and prepare the organisation for effective use of AI. This masterclass provides you with the tools to create an AI strategy and set up organisational structures to develop an AI ready organisation.

Why is this masterclass for you?
Are you looking to gain a strategic overview of AI and advanced analytics? Are your clients and your organisation ready to embrace an AI strategy and boost its predictive capabilities? Are you looking for management tools to scale AI and receive real value? This masterclass helps you discover which tools you need to help your company or team become more AI proficient.

For whom?
This masterclass is designed for senior and middle management professionals who recognise the value of digital transformation and AI; and for those who understand continuous improvement, innovation and disruption are part of doing business. In short, for managers who want to know what AI can do for them, who want to lead AI initiatives and drive digital transformation.

Facts and figures

Schedule Autumn 2021	**Classroom lectures (9:00 - 17:00)** Tuesday 9 November & 7 December
	Online lectures (10:00 - 11:30) Tuesday 16 November Thursday 18 November Tuesday 23 November Thursday 25 November Tuesday 30 November Thursday 2 December
Schedule Spring 2022	**Classroom lectures (9:00 - 17:00)** Tuesday 10 May & 7 June
	Online lectures (10:00 - 11:30) Tuesday 17 May Thursday 19 May Monday 23 May Wednesday 25 May Tuesday 31 May Thursday 2 June
Individual assignment	During the masterclass, you will create an AI strategy for an organisation of your choice.
Language	English
Fee	€2,950 UvA-alumni receive a 10% discount
Location*	Leonardo Royal hotel, Paul van Vlissingenstraat 24, Amsterdam

Since the masterclass is offered as a hybrid event, participants can join the masterclass either onsite or online via a video connection from any location.

abs.uva.nl/ai-for-managers

What will you learn?

The masterclass provides you with the AI literacy to be the business AI leader in your organisation. After completing the masterclass, you will be able to:

- Explain AI as a concept and its applications
- Demonstrate the technologies and algorithms behind AI
- Create and execute an AI strategy and develop an AI ready organisation
- Apply the different AI applications in the business value chain
- Apply best practices in an AI project with its activities
- Assess the make or buy decision of tooling
- Assess the available and necessary skills and competencies

Masterclass outline

Day 1, morning: AI: understanding the essentials

In this session we will introduce technologies, methodologies, and basic concepts behind AI in a practical context. You will get all the information you need to have qualified discussions with business and data specialists on relevant topics.

Day 1, afternoon: AI strategy and value chain

With the help of a practical assessment you will get an indication of the data maturity of your organisation. We will also provide you with frameworks and tools that will help you create an AI strategy and deploy AI to optimally support your business value chain.

Six online lectures*: AI can add value throughout your organisation. In each 1 hour online lecture a professor will go in depth on how to apply AI in a specific business function with examples and frameworks. The lecture is followed by a 30 minutes Q&A session.

The six different topics are **AI and...**

- Accounting
- Finance
- HR
- Marketing
- Operations
- Customer service

In order to create optimal impact in your organisation, we offer you the opportunity to bring a functional analyst of the specific business function in your organisation to one online lecture of your preference.

*The online lectures are also available separate from the AI for managers masterclass. This is recommended for people who only wish to know more about practical applications in specific business areas. The fee is €950. UvA-alumni receive a 10% discount. For more information please contact Jannice Daha via executive-education@uva.nl or +31 (0)20 525 6134.

Day 2, morning: implementing AI

The morning part of the masterclass consists of very practical instructions and guidelines on how to find, ideate, develop AI use cases. We will discuss the full life cycle of AI projects and how to get from ideation to a 24/7 operationalised functional solution that creates value.

Day 2, afternoon: organise and scale for success

In the afternoon we will zoom out and look at organisational structures and necessary capabilities to make AI a success in your organisation: e.g. data management, centre of excellence, employee skills.

Group size

To keep the process and outcomes of the masterclass focused on high quality discussion and output, there will be a maximum of 20 participants.

How can I apply

You can register for this masterclass at abs.uva.nl/ai-for-managers

Teaching staff

The lecturers for this masterclass are professors of the University of Amsterdam and experienced consultants of ORTEC.

Certification

After completing this masterclass, you will receive a certificate of attendance.

Contact

If you have any questions regarding this masterclass or if you are not sure if your background fits the masterclass, please contact: Jannice Daha, Manager Executive Education, executive-education@uva.nl, +31 (0)20 525 6134.

Collaboration

This masterclass is organised by The Analytics Academy, the collaboration between Amsterdam Data Science, ORTEC and the Amsterdam Business School of the University of Amsterdam founded in 2015. The goal of The Analytics Academy is to meet the market demand for trained data scientists and business analysts, in order to help organisations become data-driven.

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