



AI for Executives

Governments recognise big data and AI as a system change, transforming what organisations do and how they do it. This creates challenging tasks for executives and managers: how to set the right course? How to steer the organisation through the transformation? And how to prepare professionals and employees for new ways of working? The first module of this programme gives executives and managers a bird's-eye view of data-driven business and emerging technologies. The second module prepares executives and managers for a leading role in this transformation.

After completing the programme...

- **Understand**
You will understand the digital landscape and emerging technologies, and you have explored how other organisations are successfully integrating AI and analytics.
- **Aim**
You will be able to define a strategic roadmap on multiple innovation horizons for your organisation.
- **Win support**
You will be able to build and cultivate an entrepreneurial, agile, data-driven mindset among management and employees.
- **Get it done**
You will know how to create a programme structure for implementing big ideas in tangible, bite-sized innovation projects.

For whom?

The programme is aimed at executives and senior managers leading their organisation, department or group in a world that is becoming more and more data-driven.

Facts and figures

Schedule for Spring 2023	16 & 17 May and 16 June
Online seminars	23, 25 & 30 May and 1 & 6 June
Times	9:00 – 17:00
Language	English
Fee*	€1,290 (Module 1 only, 1 day) €3,780 (Modules 1+2, 4 days)

* UvA alumni receive a 10% discount.

- Module 1 is a 1-day orientation programme suitable for all senior managers seeking basic data and AI literacy.
- Module 2 is a 3-day specialisation programme aimed at executives and managers who have a leading role in shaping the transformation towards a data-driven organisation.

The programme is suitable for executives in any profit or non-profit sector, and requires no prior knowledge of IT or analytics.

What will you do?

Module 1: Understanding AI, Big Data and analytics
(1-day programme)

- **New forms of data, new analytics, new opportunities**
Big Data, machine learning, AI: what are they, what can you do with them, and why do they have so much impact? How is data science applied in business? We will discuss Horizon 1 (current services and processes) to Horizon 3 (essentially new services and business models).
- **Imagining the future**
Be inspired by realistic use cases of what AI can do, and get a sense for what it takes to get it done.

Module 1 aims to give you a realistic overview of the world of data science, AI and digital technologies. You will understand emerging technologies, recognise new opportunities and you will be able to collaborate and communicate with data scientists on a professional level.

Module 2: Preparing for the role of Analytics Lead

(3-day programme, including a capstone assignment and 5 online seminars)

- **Leading the transformation**

We learn how to guide the organisation through a complex process of change, and what infrastructures help in getting it done. Then we learn a practical approach to finding, ideating and developing 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.

- **Introduction to the capstone assignment**

Participants work on a practical assignment, which they develop and discuss with fellow participants and instructors. The assignment starts from a vision of Horizon 3: what trends may dominate the future, and what do we want the organisation to focus on? After that, we identify a business opportunity in our own organisation where data and analytics could be of value. Finally, we sketch the contours of an organisational infrastructure that facilitates the transformation, and we identify barriers that we may have to address.

- **Data governance and legal**

We explore the capabilities needed to ensure that high-quality data are available throughout the organisation in a secure and reliable way. And we learn the contours of EU legislation that needs to be considered for data and algorithms.

- **Analytics through the organisation**

In five 1.5-hour online seminars, experts sketch vignettes of the impact of data and analytics in various functions in the organisation: AI & accounting, AI & HR, AI & marketing, AI & operations, and AI & customer service

- **Case presentations**

During the last afternoon, participants present their capstone assignments.

Module 2 aims to prepare you for a leading role in the transition to data-driven working. Based on a solid understanding of what AI and analytics can do for your organisation, you will be able to design a suitable strategy, and translate it into a roadmap and project portfolio. You will know how to win support for the transformation, and understand and deal with organisational,

cultural and political barriers. You will understand how AI and data are transforming various functions in the organisation, and are aware of legal and governance conditions for data and analytics. The capstone assignment helps you translate what you have learned into practical skills that you can apply in your own organisation.

Things you will like

- The combination of knowledgeable university professors and well-seasoned tech experts.
- A state-of-the-art programme that prepares you for a leading role in the transformation towards data-driven business.
- No hypes, but practical skills as an essential basis for leading your organisation into a world where keeping pace with technological changes is of paramount importance.

How to apply?

You can apply for the programme at

abs.uva.nl/ai-for-executives

Certification

After completing the programme, you will be a Certified Analytics Lead.

Contact

Do you want to know more, or do you want to discuss whether this programme is right for you? Please contact Jannice Daha, Manager of Executive Education, executive-education@uva.nl +31 (0)20 525 6134.

Teaching staff

Academic director: prof. Jeroen de Mast, professor of data-driven business innovation at the Amsterdam Business School of the University of Amsterdam. Prof. De Mast will teach this course together with professors and experts from the University of Amsterdam and ORTEC.

‘Your organisation’s long-term success rides on the ability to keep pace with evolving technological changes’

University of Amsterdam

Amsterdam Business School

Plantage Muidergracht 12 | 1018 TV Amsterdam | The Netherlands

