

Programme

# ARTIFICIAL INTELLIGENCE FOR BUSINESS

**Duration**

2 days

**Fees**

£2,400

**The Programme**

**Understand how AI is impacting business and develop a strategy for implementing AI in your organisation.**

Artificial Intelligence (AI) is changing the world we live in and the way businesses work. Gain a better understanding of how AI is impacting business practices and learn the skills necessary to operate in this new environment with UCL's Artificial Intelligence for Business programme. You'll also get the opportunity to develop a project based around the potential implementation of AI in your own organisation.

The programme is suitable for mid-level managers working in any industry.

**The Impact**

By the end of the programme you will:

- Have an understanding of the fundamental principles underlying AI;
- Be able to identify new business opportunities for applying AI;
- Understand how AI facilitates new business models;
- Recognise the benefits and pitfalls of applying AI in a business environment.

The programme is structured around a project in which you identify a business challenge or opportunity in your own organisation that AI can address. Each block of two sessions provides input for the project, which you can apply to your own situation. During the last block you will craft an AI 'game plan' and receive feedback in class. You can then share the plan with a decision-maker in your organisation, directly applying your learning and helping your organisation to grow and thrive.



## Programme Outline

### Day 1

#### **Part 1: AI fundamentals – demystifying AI and discussing key techniques.**

1. What is AI?

Understand different AI approaches and learn the language of AI.

2. The generative AI revolution

What are the fundamentals of generative AI and how does it differ from other AI approaches?

#### **Part 2: AI business opportunities – identifying ways to use key AI business applications in your organisation.**

3. AI business applications

Study a variety of AI business applications.

4. Translating business opportunities into AI solutions

Find out what makes a business opportunity solvable by AI and how to prioritise such opportunities.

### Day 2

#### **Part 3: AI strategy – how to use AI for decision-making and creating new business models.**

5. Decision-making

Learn how AI can be used in decision-making and understand the potential biases in AI models.

6. Business models

Understand the different ways in which AI can facilitate new business models.

#### **Part 4: AI implementation – the key considerations and challenges when implementing AI in a business environment.**

7. The challenges of AI implementation

Create your own implementation design, while considering the challenges of implementing technological – and particularly AI – changes within an organisation.

8. Project presentations and debrief

Present and discuss your ‘game plan’, reflect on what you’ve learnt and prepare for how you can make your plan a reality.

## Your Learning Environment

You will learn in-person on Level 50 of One Canada Square, the highest floor of Canary Wharf, taught by academics from the UCL School of Management, the business school of University College London, one of the world’s leading universities. Your fellow programme attendees will be mid-level managers from a range of industries, bringing a wealth of different experiences.

UCL’s strong emphasis on research and progressive approach to teaching means your programme will be based on the most up-to-date understanding of how artificial intelligence is used in real-life businesses. On completing the programme you should feel confident in your ability to implement AI projects in your organisation.



### Applications

This programme is suitable for mid-senior level managers working at organisations in any industry. No prior technical knowledge is required.

Apply online [here](#)

### Fees

Fees for this two-day programme are £2,400.

For more information on what the programme fee covers, or to discuss your fees, please speak to our Executive Education Team.

### Our Faculty

UCL School of Management was ranked 1st in the UK in the latest Research Excellence Framework. Choosing the UCL programme on Artificial Intelligence for Business gives you access to world-leading academics who combine their unique research with real-world practical solutions.

#### Bart Vanneste

Bart Vanneste is an Associate Professor (Reader) in the Strategy & Entrepreneurship group of the UCL School of Management. His research focuses on corporate strategy, relationships between organisations and machine learning.

#### Angela Aristidou-Ritter

Angela Aristidou-Ritter is a Lecturer (Assistant Professor) in the Strategy & Entrepreneurship group of the UCL School of Management. She studies how multiple organizations across different sectors coordinate and innovate to address important societal challenges, with a focus on healthcare sustainability and continuity.

#### Alastair Moore

Alistair Moore is a Lecturer (Education) in the Operations and Technology group of the UCL School of Management. He is a computer scientist with more than 10 years experience in AI/ML, UX design, marketplaces, mobile and early-stage tech innovation. He was on the founding team of UCL spin-out Satalia.com and venture backed Wearepopup.com.

### Why Choose Us

As a programme attendee you'll benefit from a personalised approach that champions innovation, creativity and cross-disciplinary working. UCL School of Management was recently ranked in the top five of UK business schools by The Guardian, and UCL is consistently ranked in the global top 20 for its academic excellence and research. You'll be learning from a university that combines cutting-edge thinking with a disruptive spirit, helping you to develop the skills that will allow you to fulfil your potential and achieve real results for your organisation.