

AI For Executives



POSTGRADUATE STUDIES

Gain a thorough and comprehensive understanding and working knowledge of the **State-of-ART Artificial Intelligence (AI) technologies** and their current possibilities for businesses, together, with ethical and legal considerations for its responsible use.



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AI For Executives

Generative AI: A Compelling Tool for Business Leaders

Generative AI is rapidly transforming the business world, and **former students of the University of Warsaw have played a key role in developing these cutting-edge tools**. That's why our AI for Executives course is ideally suited to help participants develop the core skills essential to navigate and leverage this powerful technology.

This course will teach you everything you need to know about Generative AI, from its potential to transform the future of business to the current and future gaps, risks, and mitigators. You'll also learn how to lead your business through the AI transition and implement AI in a way that delivers results.

The University of Warsaw's **AI for Executives** program is taught by industry leaders who are building and using AI today. You'll discover opportunities and consequences, and learn how to make informed decisions about how to implement AI in your organization.

The AI for Executives program is very much hands on with practical exercises to ensure knowledge and skills are acquired to enable you to use AI effectively in your daily business.

A successful AI transformation should be guided by five underlying principles:

- An AI literate and skilled management team driven through a comprehensive HR strategy
- Deep Understanding of the diverse Generative AI tools available and their capabilities
- AI requires serious consideration of legal, governance, and ethical issues
- An agile environment approach aimed at meeting the specific needs of end users in a quick, efficient, and iterative manner
- A transformative mindset - a deeper systems thinking, analytics and humane mindset that understands the full impact, both positive and negative, that AI can have



Why the University of Warsaw?

Many of the world's leading developers and visionaries building and using AI have been students of the University of Warsaw. For example, one of the founders, and up to twenty percent of OpenAI's initial team of 50 employees, developed core competencies at our faculties. Others are building groundbreaking AI language translation tools, AI workflow at Google. Recent graduates are developing self-driving cars, language translation and many more of the cutting edge systems transforming business. Others have advanced roles developing AI systems at Nvidia, Microsoft, Meta and Google Brain. Our **AI for Executives** Post Graduate program will introduce you to these leading developments and help you learn the core skills to use AI.

Your Instructors

We bring together technological expertise and business innovation in a powerful combination.

The **AI for Executives** program brings together experts from within our faculties alongside AI business transformers and AI technology company executives, from OpenAI, Microsoft, ElevenLabs, Google DeepMind, ScaleAI and others that have implemented Generative AI into their daily activities.

Together, we will demystify AI in a way that everyone can understand, and provide strategies and frameworks to help your organization innovate and lead.

WZ Faculty of Management
University of Warsaw

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Proven methodology



Lifelong learning



Rigorous feedback

Program - A.I. for Executives. Academic year 2024/2025

Module 1

Introduction to Artificial Intelligence

- Session 1 Overview of AI and its subfields
Key concepts: machine learning, deep learning, natural language processing, computer vision, and more
- Session 2
- Session 3 Historical developments and current trends in AI

Module 2

AI Applications in Business

- Session 4 AI applications across various business domains (e.g., marketing, finance, operations, IT, Human Resource management)
- Session 5 Real-world case studies showcasing successful AI implementations
- Session 6 Assessing the potential impact of AI on business models and operations

Module 3

AI Tools and Technologies

- Session 13 Overview of popular AI frameworks and libraries
- Session 14 Hands-on exercises using AI tools (e.g., ChatGPT, Bard, Pi)
- Session 15 Leveraging pre-trained models and transfer learning

Module 4

AI Project Lifecycle and AI Creativity

- Session 7 Understanding the stages of an AI project: problem formulation, data collection, model development, evaluation, and deployment
- Session 8 Role of different stakeholders in AI project management
- Session 9 How to create videos, content, voice and design - including diagrams, process flows and posters

Module 5

AI and Machine Learning Fundamentals

- Session 10 Introduction to supervised, unsupervised, and reinforcement learning
- Session 11 Evaluation metrics for machine learning models
- Session 12 Outline of weights and fine tuning

Module 6

Ethical and Legal Considerations in AI

- Session 16 Ethical implications of AI in business decision-making
- Session 17 Bias, fairness, and transparency in AI algorithms
- Session 18 Legal frameworks and regulatory compliance in AI implementation

Module 7

AI and Strategic Decision-Making

- Session 19 Using AI for predictive analytics and forecasting
- Session 20 AI-enabled recommendation systems
- Session 21 Costs of implementing an AI and return on investment

Module 8

Psychology of AI

- Session 22 Recap and alternative perspective of Bias, fairness, and transparency
- Session 23 Anthropomorphizing AI
- Session 24 Examples and dangers of AI and relationships

Module 9

AI Adoption and Change Management

- Session 25 Organizational readiness assessment for AI adoption
- Session 26 Managing the impact of AI on the workforce
- Session 27 Change management strategies for successful AI implementation. Recap of ROI

Module 10

AI and Society (including ESG)

- Session 28 Economic drivers of AI (including productivity gains)
- Session 29 Threats of unemployment. Basic Income Guarantee and Well-being
- Session 30 Potential for society disruption

Module 11

AI and Customer Experience

- Session 32 Personalization and customization using AI including fine tuning
- Session 33 Chatbots and virtual assistants
- Session 34 Data concerns and security

Module 12

AI and Risk Management and Cyber Threats

- Session 35 AI applications in fraud detection and cybersecurity
- Session 36 Risk assessment and mitigation using AI algorithms
- Session 37 Explainable AI for regulatory compliance

Module 13

AI and Competitive Advantage

- Session 38 AI-enabled competitive intelligence and market analysis
- Session 39 AI-powered product and service innovation
- Session 40 Leveraging AI in strategic partnerships and collaborations

Module 14

Capstone Project

- Session 42 Participants work on a real-world AI project in collaboration with industry partners or organizations
- Session 43 Project presentations and feedback sessions
- Session 44 Project presentations and feedback sessions



The Faculty of Management of the University of Warsaw is the first university business school in Poland with the three most important accreditations: EQUIS, AACSB and AMBA.

prof. Grzegorz Karasiewicz

Dean

Faculty of Management, University of Warsaw

Faculty and Illustrative list of key Instructors



Tomasz Ludwicki, PhD
Professor of Strategy and EMBA@UW Director at UW. Assessor at the Association of MBAs (AMBA). Practical experience of formulating and implementing strategies, designing processes and organisational structures, as well as training projects.



Colin W.P. Lewis, PhD
Professor of AI and Data Science. Developer of AI for creativity and conversational interaction. Leadership positions in world renown data science companies. Scientific papers in AI and published works at Harvard Business Review.



Jan Czarnocki
ElevenLabs AI (Counsel). HeyGen (Internal Counsel).

IT, Privacy, AI & Sensitive Data Protection. Legal Scholar & IT Lawyer. Research Fellow Stanford Law School



Professor Joanna Tyrowicz
The impact of technology on the labour market. Research focuses on the labour market with special emphasis on structural changes in the economy, including demographic and sectoral changes: from quantitative simulation models to applied empirical research and experimental methods



Andy McMahon, Ph.D.
Head of Machine Learning Operations for NatWest, the 15th largest bank in Europe, 61,000 employees. Dr McMahon has extensive experience of taking analytics solutions from ideation to production. His lectures will illustrate the challenge of deploying AI based products at scale. Named "Rising Star of the Year" at the British Data Awards.



Edyta Snakowska-Estorninho PhD(c)
KPMG Poland Legal&Compliance Director, focusing on Regulatory Governance, Privacy, Information Security in digital transformation timing; ESG challenges and its relation to AI and Ethics. Member of ethics committees. Edyta has been in Legal leadership positions in global corporations for over fifteen years with Pratt Whitney (Raytheon Group/RTX) Veolia, KPMG. Top 25 Women Lawyers in Business by Forbes 2023.



Professor Grażyna Wieczorkowska-Wierzbńska
Head of the Department of Psychology and Sociology of Management at the Faculty of Management of the University of Warsaw. She deals with statistics, cross-cultural comparisons, cognitive and temperamental bases of motivation, and individual differences in adaptation to change.



Dr. hab. Kacper Gradon, Ph.D., D.Sc.
is an Associate Professor in Cybersecurity, Honorary Associate Professor Department of Security and Crime Science (University College London, where he is a Senior Fellow, expert in information warfare, AI-applications in security, human-centric dimensions of cybersecurity and frequent consultant of law enforcement agencies and intelligence institutions worldwide.



Agnieszka Dzięwulska PhD(c)
PhD Candidate at University of Warsaw, faculty of Management. Chief People and Culture Officer and head of the People function for KPMG Poland and Central and Eastern Europe, where she enables the people agenda and digital transformation. Agnieszka has been in HR leadership positions in global corporations for over twenty years with General Electric (GE), Hewlett Packard and IBM.



Anna Wiącek PhD(c)
Teaching & Research Assistant AI for Executives on hand during the majority of lectures. PhD Candidate at University of Warsaw, Faculty of Law and Administration. Anna specializes in criminal law and new technologies. She has experience working in courts and law firms.

In addition to other renowned University of Warsaw Faculty, such as Professor Andrzej Dragan and Professor Krzysztof Koźmiński, we have guest lectures from OpenAI, ElevenLabs, Microsoft, SpaceX, SamuraiAI, MILA and others

Guest lectures will be provided by leading executives and practitioners from within Industry and AI, such as KPMG, IBM, Google, ElevenLabs, Nat West Bank and others to ensure a broad number of use cases from various sectors:

- AI and cybersecurity
- AI law and ethics
- AI workflow management
- AI translation and communication tools
- Human Resources practices with AI
- AI Literacy...and more

The lectures will ensure a hands on learning approach so that you are equipped with the necessary skills to use AI and understand its technological capabilities and impact on your business and society.

Participant Profile

The University of Warsaw **AI For Executives** is ideal for leaders and managers eager to learn about the real-world applications of AI and develop strategies to gain a competitive advantage.



Professional experience and start date:

We expect a minimum of five years of professional experience, including three years in a managerial position. Information about the experience should be included in the application form in the dedicated section.

1. Proficiency in English (written and spoken). The course is provided in Polish and English although many of our international guest lecturers will be in English together with written materials. However a large portion of the course will be able to be provided in Polish.
2. Ideally participants are educated to a reputable MBA or EMBA standard, otherwise available for a short personal interview
3. Deadline for submitting documents and entrance exam from 23/07/2024 – 16/09/2024.
4. Start date - 4th October 2024
5. See - https://irk.uw.edu.pl/en-gb/offer/PODYPL2023_L/programme/SP-PRK-AI/ for full information

Participant costs

The price of this exemplary 9 month, 168 hours Post Graduate Studies Education program, AI for Executives is:

Tuition fee is payable per semester: PLN 16.000

- **the first rate until October 31, 2024 in the amount of PLN 8 000**
- **the second rate until March 31, 2025 in the amount of PLN 8 000**

(Sixteen thousand, Polish Zloty). VAT (Tax) exempt.

Group discount may be available.

Note: Other nominal and recommended costs include the cost of the current most advanced ChatGPT system (circa PLN 110 per month, 1 book, possibility of nominal fees for case studies, less than PLN 30 per month)

AI for Executives

Tentative Schedule - Program AI 4E 31 - Second Edition		
Artificial Intelligence for Executives		
International Management Centre University of Warsaw		
All sessions in hybrid format		
Session	Date	Hours
1	04/10/2024	13.30 - 17.00
2	05/10/2024	9.00 - 17.00
3	25/10/2024	13.30 - 17.00
4	26/10/2024	9.00 - 17.00
5	15/11/2024	13.30 - 17.00
6	16/11/2024	9.00 - 17.00
7	06/12/2024	13.30 - 17.00
8	07/12/2024	9.00 - 17.00
9	13/12/2024	13.30 - 17.00
10	14/12/2024	9.00 - 17.00
11	17/01/2025	13.30 - 17.00
12	18/01/2025	9.00 - 17.00
13	31/01/2025	13.30 - 17.00
14	01/02/2025	9.00 - 17.00
15	28/02/2025	13.30 - 17.00
16	01/03/2025	9.00 - 17.00
17	14/03/2025	13.30 - 17.00
18	15/03/2025	9.00 - 17.00
19	28/03/2025	13.30 - 17.00
20	29/03/2025	9.00 - 17.00
21	11/04/2025	13.30 - 17.00
22	12/04/2025	9.00 - 17.00
23	25/04/2025	13.30 - 17.00
24	26/04/2025	9.00 - 17.00
25	09/05/2025	13.30 - 17.00
26	10/05/2025	9.00 - 17.00
27	23/05/2025	13.30 - 17.00
28	24/05/2025	9.00 - 17.00



Hybrid - on site and online



Twice per month, commencing October, 2024



**Friday:
13:30 to 17:00**



**Saturday:
09:00 to 17:00**

Application & interview

Recruitment via IRK platform



NOTE - Session structure may change, in terms of session delivery period, to accommodate International guest lectures, however the overall content will be maintained as close as possible to meet the rapidly changing nature of Generative AI and Foundational Models

Become a skilled AI Professional

Artificial intelligence (AI) is one of the fastest-growing and most transformative fields in the world. AI-powered systems are already being used to improve businesses, governments, and societies in countless ways. And now, you can learn the skills you need to become an AI Professional.

Our course covers everything from the fundamentals of AI to the latest advances in generative AI and natural language processing. You'll learn from experienced AI professionals and gain the hands-on skills you need to build a comprehensive AI strategy, understand its limitations and possibilities and deploy AI solutions across the business.

The AI for Executives course will give you the knowledge and skills you need to succeed in the AI driven business world. Enrol today and start your journey to becoming an AI Professional.

Additional Benefits

- Retain and nurture top talent to support organisational development
- Learn from live examples and industry guest speakers at the forefront of their fields
- Access the latest world-leading research and insights
- Develop resilience and critical thinking skills
- Become part of a community of professionals ahead of the curve with AI skills
- Advance your knowledge of AI legal and ethical considerations
- Gain an accredited University of Warsaw certification upon completion



Real-world applications



Capstone project: AI initiative for your organization



Live teaching sessions to deliver learning in real time



Cross-disciplinary approach through diverse faculty

Contact us:

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Practical and hands on learning

If you're interested in exploring how AI may apply to your daily operations, no matter what your prior experience with AI or company size, this program is for you.