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.

www.mcz.edu.pl

ARTIFICIAL
Intelligence

executive master of business administration

emba@uw

Certified by
The Faculty of Management at
The University of Warsaw

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.

AI is changing everything in business, government, and society. This course will help you transition for the future and ensure that your business is well-positioned to reap the rewards of AI.

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**

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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, IBM 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.

VVZ **Faculty of Management**
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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
Session 2	Key concepts: machine learning, deep learning, natural language processing, computer vision, and more
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

VZ Faculty of Management University of Warsaw

AACSB ACCREDITED

EQUIS ACCREDITED

AMBA ASSOCIATION ACCREDITED

"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). 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-Wierzbińska
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 Dziewulska 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.

Inspiring
- Faculty coming from leading universities and business
- Skills based and academic rigor relevant for Executive Education
- Merge of innovative & classical learning processes

Strategic
- Consulting Capstone Project
- International experience
- Knowledge of AI Opportunities and Risks

Networked
- Participants and Experts Networking
- Unique integration process within every Cohort
- Team projects and staff availability during the Program

Holistic
- The Program is holistic and strategic
- Real world, hands on skills building
- Theories and practice are integrated in the Final Capstone Project

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 April 13, 2024 to April 17, 2024.
4. Start date - 12th April 2024
5. See - https://irk.uw.edu.pl/en-gb/offer/PODYPL2023_L/programme/SP-PRK-AI/ for full information
6. Registration via https://kampus.come.uw.edu.pl/course/index.php?categoryid=649
   Note - If you do not have a 'Kampus account', please register here first:
   https://kampus.come.uw.edu.pl/login/index.php?selected_auth=manual&lang=en

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 April 30, 2024 in the amount of PLN 8 000**
- **the second rate until October 31, 2024 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)

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AI for Executives

Tentative Schedule - Program AI 4E 31 - Second Edition		
All sessions hybrid - online and live		
Session	Date	Hours
1	15/11/2024	13.30 - 17.00
2	16/11/2024	9.00 - 17.00
3	06/12/2024	13.30 - 17.00
4	07/12/2024	9.00 - 17.00
5	13/12/2024	13.30 - 17.00
6	14/12/2024	9.00 - 17.00
7	17/01/2025	13.30 - 17.00
8	18/01/2025	9.00 - 17.00
9	31/01/2025	13.30 - 17.00
10	01/02/2025	9.00 - 17.00
11	28/02/2025	13.30 - 17.00
12	01/03/2025	9.00 - 17.00
13	14/03/2025	13.30 - 17.00
14	15/03/2025	9.00 - 17.00
15	28/03/2025	13.30 - 17.00
16	29/03/2025	9.00 - 17.00
17	11/04/2025	13.30 - 17.00
18	12/04/2025	9.00 - 17.00
19	25/04/2025	13.30 - 17.00
20	26/04/2025	9.00 - 17.00
21	09/05/2025	13.30 - 17.00
22	10/05/2025	9.00 - 17.00
23	23/05/2025	13.30 - 17.00
24	24/05/2025	9.00 - 17.00
25	TBD - 06/2025	13.30 - 17.00
26	TBD - 06/2025	9.00 - 17.00
27	TBD - 06/2025	13.30 - 17.00
28	TBD - 06/2025	9.00 - 17.00

Hybrid - on site and online

Twice per month, commencing December 1st, 2023

Friday:
13:30 to 17:00

Saturday:
09:00 to 17:00

Application & interview

Recruitment via Kampus platform

1. Create an account

2. Self enrolment with a key

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

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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 cerification upon completion**

Live teaching sessions to deliver learning in real time

Cross-disciplinary approach through diverse faculty

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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.

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