

Online Certificate

Artificial intelligence for business



1st
Business School
in the world (1819)

2nd
Worldwide
Executive MBA

6
Urban Campuses
in Europe
Berlin, London, Madrid,
Paris, Turin and Warsaw

6 000+
Participants in
Executive Education

200+
Research-Active
Professors

85 000+
Alumni in 200
countries Worldwide



Who should attend

Directors, managers and executives who want to leverage artificial intelligence within their company, business unit or team.

Objectives

- Understand Artificial Intelligence (AI) and its fundamental concepts and theories
- Develop strategies for creating and capturing value using AI
- Prepare and plan the implementation of AI-driven transformation projects
- Assess the ethical, social, legal and environmental implications of AI technologies
- Deploy generative AI tools to solve specific business problems

Benefits

- Become the AI expert in your organisation
- Use AI to increase your productivity and improve your decision-making
- Promote new ethical and responsible business practices with AI
- Rethink tomorrow's leadership and build the company of the future

Curriculum

Module 1

Value creation opportunities and value capture strategies with data and AI

- Discover the typical sources of value creation through data and AI
- Explain the environmental impact of data and AI
- Identify the resources and capabilities required to capture value through data and AI
- Describe the limits of data and AI-based decisions

Module 2

The main concepts and technologies of AI, on the back-office side

- Understand the fundamentals of AI technology
- Explain how AI algorithms work
- Understand the technological business ecosystem
- Evaluate the strengths and limitations of AI systems

Module 3

Governance and ethics

- Define how to innovate safely by creating trustworthy AI systems
- Identify AI failure modes and how to avoid them
- Evaluate the ethical implications of AI systems
- Assess the legal dimensions of AI systems and data

Module 4

Creating project roadmaps using AI

- Create an AI roadmap
- Refine and manage data strategy
- Lead AI implementation projects
- Assess organizational readiness for AI
- Diagnose and prevent failure in AI adoption

Module 5

Generative AI in organisations

- Decide if and how to use generative AI
- Make first experiments with generative AI
- Identify the main transformation drivers
- Understand the limits of generative AI

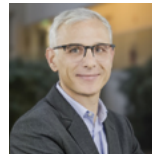
Module 6

Monitoring change

Pedagogy

- Videos, texts, podcasts, practice quizzes, case studies, experts' testimonies
- Live session, exercises and discussions
- Capstone project: apply the knowledge and skills you've acquired to a real-world problem or challenge, under the supervision of the academic director

Academic Director



Louis-David Benyayer

Professor at ESCP of Digital Transformation and Strategic Innovation, Strategy Consultant and Co-Founder of 'Without Model' action tank

Certificate

ESCP certificate delivered upon successful completion of the programme.



ADMISSION ONLINE



ONLINE FEES

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NEXT SESSION

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**72 HOURS OF TEACHING
120 HOURS WORKLOAD**



100% ONLINE



CONTACT

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ESCP bénéficie des meilleures accréditations internationales.
Nos campus européens sont officiellement reconnus dans leur pays.



5 European Higher Ed
accreditations

Une école de

