

The Power of AI to Optimizing Your Business

Focused Programs
Strategic Management • Blended

Online | January 2021

Munich | January 18-21, 2021

Barcelona | March 8-11, 2021

Executive Education



Discover the Power of Artificial Intelligence

www.iese.edu/ai-business

Artificial intelligence (AI) is fast becoming a “general purpose technology” with repercussions in industries worldwide, leading to enhanced operational efficiencies, new sources of competitive advantage and new, innovative business models.

This paradigm shift calls for a new approach that merges global leadership with technological expertise. To bridge this need, IESE Business School and Fraunhofer Academy are joining forces for the first time ever to offer a singular program that addresses AI from both corporate strategy and implementation standpoints.

In an invigorating forum, business leaders will expand their knowledge to identify and implement AI integrations with an eye on the future, bolstering their global strategy and sustainability today and in the long term. Thanks to its two-pronged focus, the program offers keen insights for decision makers from across the organization.

Delivered in a three-module blended format – an online module and residential modules in Munich and Barcelona – the program is ideal for CEOs, board members, top-tier executives and managers in global firms. Business leaders in DACH-based enterprises, where operational issues often cut across functional areas, will find its content particularly relevant.

Benefits

1

Gain a managerial perspective of AI applications and their transformative impact on business operations.

2

Examine the core challenges and opportunities of AI integration.

3

Evaluate how AI impacts business models and sources of competitive advantage.

4

Analyze how AI shapes your role as a senior leader.

5

Explore the ethical implications of AI.

6

Better understand your organization's digital transformation.

7

Design a 100-day corporate plan for immediate impact.

Content

PRE-PROGRAM

Individual preparation of academic materials and readings.

MODULE 1

Understanding AI:

The first online module provides a solid overview of the scope of artificial intelligence and illustrates its possibilities in business.

MODULE 2

A Deep Dive on AI:

In this module, participants examine the role of algorithm design and data strategy, as well as participate in a simulation, panel discussion and workshop to expand their knowledge of applying AI in business. On the last day of the module, they acquire a foundation to formulate for their executive challenge.

MODULE 3

Making AI Happen:

The final module explores the implications of AI for the broader business, including its influence on core operations, organizational transformation, and disruptive impact in competition. Participants will take part in a workshop and commit to their 100-day plan.

Is This **Program** Right for You?

The program is designed for CEOs, board members, general managers, top-level executives, chief innovation officers and strategic decision makers who seek a stronger grasp of the opportunities and challenges of AI integrations in their organization and competitive landscape. Framed from a managerial perspective, the program does not require a technical background.

Given its twofold strategy-implementation approach, the program is extremely relevant for cross-functional teams in charge of digital-transformation processes, as well as executives from technology-driven and service-oriented Mittelstand companies.

Faculty



Sampsa Samila
Academic Director

Associate Professor of
Strategic Management

PhD in Mathematics,
Columbia University

MSc in Mathematics
and Economics,
Helsinki University
of Technology



Sebastien Brion

Professor of Managing
People in Organizations

PhD and MS in
Organizational Behavior,
Haas School of Business
at the University of
California, Berkeley

BS in Psychology, Tufts
University



Georg Fuchs

Head of Business Unit
Big Data Analytics &
Intelligence, Fraunhofer

Institute for Intelligent
Analysis and Information
Systems IAIS

PhD in Computer
Science, University
of Rostock

Senior Data Scientist at
Fraunhofer IAIS, Visual
Analytics



Anneloes Raes

Associate Professor of
Managing People in
Organizations

PhD in Organizational
Behavior, Maastricht
University

MSc in Psychology,
Radboud University
Nijmegen



Christoph Zott

Professor of
Entrepreneurship

PhD, Commerce and
Business Administration,
University of British
Columbia, Canada

Diplom-Wirtschaftsingenieur,
Technische Universität
Karlsruhe, Germany

DEA, Génie Industriel,
Institut National
Polytechnique de Grenoble,
France

Methodology

The program offers an engaging, high-impact learning experience via a strategic blend of dynamic teaching methods, including interactive online lectures, group discussions, hands-on activities and the case study method, used to illustrate and analyze real-life examples of successful AI integrations in global industry.

To maximize the learning impact, participants will be asked to read the academic materials provided two weeks before the program start.

Online Module

Module 1: January 2021

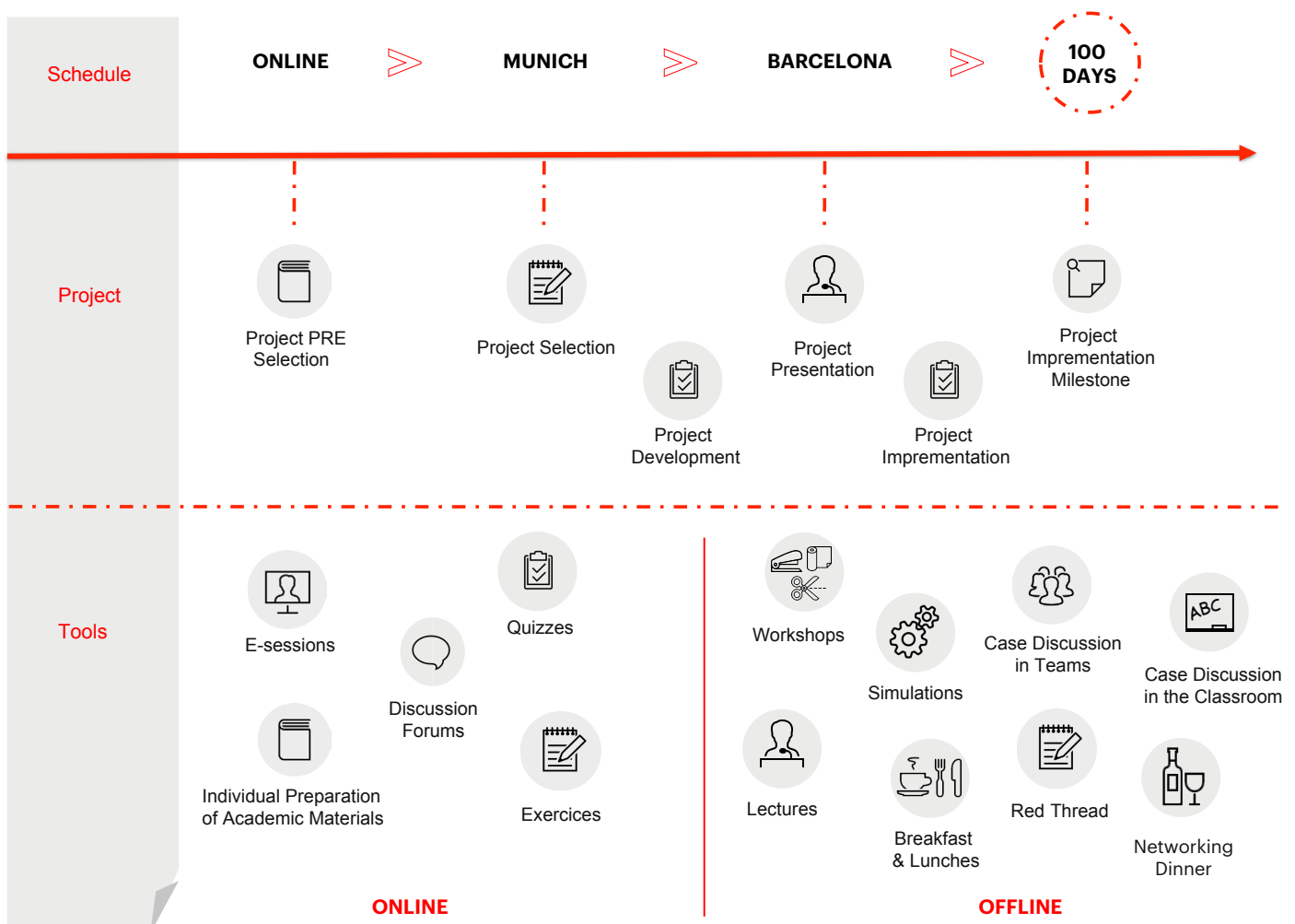
On-Campus Munich

Module 2: January 18-21, 2021

On-Campus Barcelona

Module 3: March 8-11, 2021

STRUCTURE





IESE BUSINESS SCHOOL

Now, more than ever, the global business world is calling for well-prepared business leaders. Leaders who possess wisdom and knowledge, solid business skills, a global mindset and a desire to make a positive impact on society.

IESE programs combine a general management perspective, an international focus and a deep understanding of the global business arena, all structured within an ethical framework. Since 1958 IESE has been committed to developing exceptional executives who also have the desire to make a positive and lasting impact on the world.



FRAUNHOFER ACADEMY

The Fraunhofer-Gesellschaft is one of the world's leading applied-research organizations, aspiring to develop innovative technologies that help global companies and industries boost their performance. Founded in Munich in 1949, the Fraunhofer-Gesellschaft today operates 74 institutes and research institutions throughout Germany.

The **Fraunhofer Institute for Intelligent Analysis and Information Systems IAIS** is a global forerunner in the realms of artificial intelligence, machine learning and big data. In collaboration with the Fraunhofer Academy – specialized in executive education and training initiatives – Fraunhofer IAIS plays a key role line in shaping the future of digital transformation.

Web: <https://www.iais.fraunhofer.de/en.html>





Dates

Online Module

Module 1:
January 2021

On-Campus Munich

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January 18-21, 2021

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Fees

General fee: € 11.520*

Company teams: € 31.000* (3-5 participants included)

IESE Members fee: € 10.400*

The program fee includes academic materials and most meals during residential modules.

The program requires preparatory coursework, which will be made available two weeks before the start date. Payment is required in order to access this material.

Please consult our cancellation policy on the web. Places are limited and filled in strict order of registration.

***Not included: accommodation, travel and tax on food and beverage.**

Application:

www.iese.edu/ai-business



Contact

Barbara Breiter
Admissions Manager
IESE Munich
+49 177 2365555
bbreiter@iese.edu



IESE Munich

Maria-Theresia-Strasse 15
81675 Munich

www.iese.edu

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Munich
New York
São Paulo