

ARTIFICIAL INTELLIGENCE STRATEGY FOR **BUSINESS LEADERS**

A structured and a comprehensive approach to building an AI strategy in your organization

Course at a Glance

Course Title	Artificial Intelligence Strategy for Business Leaders
Duration	3 months
Start Date	January - April 2021
Delivery Mode	Online
Courseload	6-8 hours/week

Course Details

Why you need an AI strategy?

Society and organizations are creating petabytes of data, and with Artificial Intelligence (AI) we can put that data to work in order to increase revenue and reduce costs. With modern technology, we can use internal and external, structured and unstructured data and algorithms to improve or automate decision making with better predictions and augment human capabilities.

However, this new field of science comes with new technologies and terminologies. But It is not just about data and technology. To really create business value with AI you need to scale up from isolated Proof of Concepts to a coherent approach and prepare the organization for effective use of AI. Think of being a good home cook wanting to be a 3-star restaurant chef, what would you need to do? In this programme you will learn how to develop and execute the AI strategy for your organisation as the key capability.

What skills you will gain

Understand the project lifecycle	Use the Crisp-DM framework for project ideation to MLops
Get a grip on data and technology	Data and 5 V's demand different architectures
Identify necessary capabilities	For successful AI you need more than data and technology alone.
Create a fertile AI culture	Leadership must lead by example: Share, collaborate, fail, learn.
Communicate the right message	Change management is key: Frame, Sponsor, Coach, Train
Organise for success	Find the right structure to orchestrate and execute the strategy

Curriculum

Module 1: Introduction to the Course and 4-Pillar Approach to AI	Module 2: Build a Vision and Ambition	Module 3: Define the Relevant AI Framework
This course is organised around the 4 pillar approach: 1- Projects 2- Strategy 3- Capabilities 4- Center of Excellence	Grassroot projects are fine but to scale and really get value you need to know what you want and where you want to go.	When you start this AI journey, you need to know who and what to bring to make it a success.
Module 4: Assess Capabilities in your Organisation	Module 5: Analyse the Gaps in Current and Necessary Capabilities	Module 6: Re-evaluate Steps 1-4, in Money, Time and Risk
When you have identified who and what, are these up to the task, sufficient and of good quality, fit for purpose?	What do you need to do to bridge the gap between the level of actual and necessary quality of capabilities?	Do you need to make adjustments in ambitions, given the gap in capabilities? Do you have the time, funds and appetite to realise that?
Module 7: Make Strategic Choices on the AI Framework	Module 8: Define a Stepwise Roadmap to Get from As-Is to To-Be	Module 9: Organise for Efficient Strategy Execution
Define what you are going to do, and not going to do, in each aspect and orchestrate the overall approach.	How are you going to break down all activities into chunks of work-packages that you can manage?	Brilliant strategies can be crippled by poor execution, so this needs extra attention. How do you organise this?
Module 10: Monitor Progress and Adjust Direction If Necessary	Module 11: Finalise AI Strategic Plan	Module 12: Evaluation of AI Strategic Plan and Closing
What to do if it does not work out as planned?	Wrap up your strategy and make it presentable. There is no one best way, it is always tailored to your specific situation.	Comments and suggestions from, and discussion with specialists for your benefit.

The Learner Experience

COMMUNITY LEARNING: Online learning does not have to be lonely. You are part of a community of peers who meet during live online workshops, webinars and action learning sets.

SKILLS-BASED LEARNING METHODOLOGY: This course is not about listening to lectures passively, but about practically building the right skills through experiential learning and practical assignments.

FLEXIBILITY: You have 24/7 access to top-notch digital content, so that you can pace your learning according to your own needs.

ACTION LEARNING SETS: We believe that learning is enhanced through peer-support. During weekly action learning sets, your cohort breaks out in small groups to work on real-world priorities – putting your interpersonal and leadership skills into practice and identifying actions to support each other.

MENTORSHIP: You are paired with a mentor who is a leading industry expert. You can meet with your mentor in a group or individually to discuss AI-related topics.

The Faculty



Dr. Alper Utku

Alper Utku is the Founding Partner of Management Centre Türkiye (MCT), a leading management consultancy operating in Turkey and surrounding region. He is the Co-Founder of European Leadership University which is a new generation university providing developing, recruiting and retaining talent for exceptional organizations through bespoke degree programmes

Alper has an extensive track record in the below practice areas:

- Strategy Facilitation
- Senior Level Development
- Complex Change Programmes
- Leadership Development Programmes
- Corporate Summit Design and Curation

Clients that he currently serves are; Saudi Telecom, TEB-BNP Paribas, Perfetti Van Melle, Türk Telecom, Vodafone, Turkcell, and Janssen. He has graduated from Boğaziçi University, Department of Mechanical Engineering in 1991 and holds a Doctorate on Professional Studies on Organizational Consultancy at Ashridge/Middlesex University.

Utku has co-authored a best seller in Turkey: “Agile Companies” and has been a contributing writer to a recently published book in UK, “Organisational Consulting : @ the Edges of Possibility”. He speaks Turkish, English, and French.

Alper facilitates the learning journey of the business leaders in this course.



Drs. Reinier van den Biggelaar

He is the managing partner of BastaGroup and Director Data Science & AI at ORTEC.

Reinier is passionate about helping organizations, either private or public, with innovation to create value for the future. Being a founding partner of BastaGroup since 2004 which has developed into innovation coaching, he has a serious interest in the possibilities of today's technologies for tomorrow, and how that can benefit all stakeholders of an organization.

Reinier has a MBA from Erasmus University Rotterdam. He is a frequent lecturer for management teams on 'Digital Transformation for managers' and 'Artificial Intelligence for managers'. He is a regular guest lecturer for MEIRC Plus training in Dubai and Gulf region on these subjects. The participants of his courses acknowledge his knowledge of en enthusiasm for these subjects.

Reinier speaks Dutch and English.

Reinier facilitates learning and provides mentoring in this course.

Admission

You can apply for the course using the application form [here](#).

Prerequisites:

- non-technical understanding of artificial intelligence and data
 - at least four years of work experience in a mid-sized or large organisation (1000+ employees)
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If you are unsure whether you meet the prerequisites for the programme, please write us at info@amsterdam.institute

Course Fee

The total tuition for this course is 990 Euro.

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