
A close-up, black and white photograph of a human eye, looking slightly to the right. The eye is overlaid with a digital grid pattern of white lines and dots. A bright, circular light source is positioned near the center of the eye, creating a lens flare effect. The overall aesthetic is futuristic and technological.

# Essentials of Artificial Intelligence (AI) for International Managers (Morning Edition)

 **8:00 AM - 2:00 PM**  
Followed by Lunch

# Essentials of Artificial Intelligence (AI) for International Managers

Learn about the opportunities, tools, risks and rewards of AI and implement an AI strategy in your organization.

## Highlights

- Learn what AI can do now and, in the future, and its potential risks
- Understand the security implications of managing data and technology
- Recognize competencies needed to keep your organization competitive

## Key Competences

- Understanding AI
- AI and Ethical decisions
- Impact of AI on people
- CVP and AI
- Managing AI projects
- HR management and AI

## The Right Programme for You

You are an International managers and leaders who need to increase their knowledge and comfort zone around AI and recognize how the technology can be integrated into their organization.

Senior Managers

Managers



## Learn, Practice and Use

- **Understand** What AI is and how it's already part of your work and personal life
- **Increase** your awareness of the future possibilities of generative AI
- **Explore** the potential impact of AI on your organization—both pro and con
- **Increase** your credibility with data-driven decisions and skill development plans
- **Adopt** typical AI paths for different levels/functions: the technology and people sides
- **Explore** AI: The potential rewards, pitfalls and the crucial need for ethics and governance
- **Communicate** the value proposition of an AI solution for both customer and business needs
- **Collaborate** on an AI solution using a business case
- **Craft** a vision for the future and begin building your own AI Action Plan
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**3 days**  
**€2,995**

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

[mce.eu/ai](https://mce.eu/ai) for dates, locations and full programme outline

# Programme Modules

1

## Overview of AI

- Define Artificial Intelligence and Discuss Examples
- Recognize what's underneath Chat GPT and how it works
- Understand AI Terminology including "Machine Learning", "Predictive Modeling", and Algorithms
- Articulate components of AI Solutions and Techniques We Use for Business Problems
- Explore Use Cases: Job Titles/Categories, Situations and Opportunities
- Recognize AI Trends and Emerging Applications and Capabilities

2

## Different Paths Toward Adoption

- Explore Four Business Contexts and the Types of AI Solutions Used to Address Them
- Understand the Goals and Activities that are Included in Typical AI Adoption Journeys
- Recognize the People Side of AI Adoption and How Jobs May or Will Change
- Appreciate the Risks and Rewards of AI Adoption

3

## Assessing Your Resources

- Recognize the Business Environment and Conditions Required for AI Success
- Acknowledge the Essential Skills Needed to Participate in AI Initiatives
- Assess Your Skills and Identify Success Factors You Can Leverage When Adopting AI
- Consider Options for Filling Individual and Team AI Skill Gaps

4

## Designing Solutions

- Identify Business Problems That May Have an AI Solution
- Develop an Algorithm and Identify the Data Needed to Create an AI Solution
- Study Relatable Scenarios to Understand Customer Value Propositions in AI
- Identify What the User Experience (UX) Has to Do With AI
- Complete an AI Solution Design and Present the Business Case

5

## Acting in Alignment – Ethics and Governance

- Recognize AI Integration as a Change Initiatives: Aligning with Strategic Objectives
- Articulate the Crucial Need for Organizations to Establish AI Governance Oversight of AI
- Appreciate the Need for Humans to Test Solutions to Ensure They Work as Intended
- See the Broad Scope of AI Governance: Going Above and Beyond Existing Governance
- Understand Regulatory Agencies and the Law That's Rapidly Addressing Guardrails on the Ethical and Legal Use of AI

6

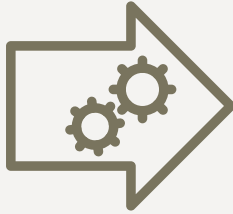
## Putting it All Together – Your AI Action Plan

- Choose What You Can Do, Whether Individual Contributor, Manager or Leader, to Get Started With AI
- Use The ENGAGE Framework for AI Adoption to Build a "Getting Started" Action Plan
- Share the Actions You Will Take First



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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Visit [mce.eu](http://mce.eu)

