MERANTIX
AI SCHOOL

ESMT BERLIN

AI FOR MANAGERS

Embracing the
potential of AI

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EMBRACING THE POTENTIAL OF AI

AI is reshaping the world of business and opening up new horizons for value creation. However, AI is not only changing the way we do business, it is also changing the way we live and work. As a result, AI applications are becoming more integrated into our daily routines, enhancing our existing products and services, and creating new ones. Therefore, it is crucial for you as a business leader to leverage the power of AI and understand its potential for your organization and your team.

In our executive education course on AI, you will not only learn exactly this, but you will be deeply immersed in it. The leading executive education provider ESMT Berlin has partnered with Europe's largest AI investment platform Merantix to create an interactive syllabus with experts and practitioners directly on the Merantix AI Campus and ESMT campus Berlin.

Whether you are a seasoned executive or an aspiring leader, this course will help you develop a strategic vision and a practical roadmap for AI in your organization.

AI is the future of business, and you can be part of it. This course will give you the tools and insights you need to embrace the potential of AI. Join us today and start your journey to becoming an AI-savvy leader.

PROGRAM IMPACT

> Learn the essentials of AI and explore real-world examples that illustrate the practical application of AI across various industries and organizations.

> Enhance your decision-making skills in the age of the machine and lead a successful AI strategy for your business.

> Learn about the challenges and avoiding pitfalls from AI ideation to integration.

> Understand the data value chain and discover how to find and use valuable data for AI solutions.

> Learn about trustworthy AI, regulations, fairness and ethics, and how to ensure responsible and sustainable AI practices.

> Network with business leaders and get in touch with the AI startup scene to discuss innovative AI use cases.

IS THIS PROGRAM
RIGHT FOR YOU?

This course is designed for executives and mid-to-senior-level managers with eight or more years of experience in management and leadership, who want to gain a strategic understanding of AI and its applications in various domains.

You will benefit from this course if you are:

> A mid- to senior-level functional manager who wants to leverage AI to enhance performance and efficiency within your area of responsibility and communicate effectively with technology experts about your goals and expectations.

> Learn the essentials of AI and explore real-world examples that illustrate the practical application of AI across various industries and organizations.

> A professional in any industry looking to upskill and advance your career using the latest AI applications for business.

HOW YOU WILL
LEARN

The program offers an engaging and high-impact learning experience through strategically combining a variety of interactive teaching methods, such as: lectures by leading academics and experts in the field; group discussions; hands-on activities to apply and practice newly acquired insights; the case study method as a means to illustrate and analyze real-life examples. On-site engagement with AI start-ups at the Merantix AI Campus enrich reflections on collaboration.

PROGRAM CONTENT

After three days you will have understood and experimented with the AI toolkit to provide value to your business.

Day 1

Foundations of the AI journey

On the first day, you will gain a solid understanding of the fundamentals of AI, including its terminology, capabilities and limitations. You will also examine how AI is transforming decision-making processes and how machines may eventually change the role of humans in decision-making. We will explore the practical applications of AI across various industries and organizations and learn from real-world examples. You will evaluate the AI maturity level of your business and learn how to lead a successful AI strategy. To round up the day, you will explore the data value chain and discover how to find and use valuable data for AI solutions.

Day 2

Developing and implementing AI solutions

On the second day, you will explore how to put ideas into action. You will learn how to identify and evaluate potential AI use cases and how to measure their success (RoAI). You will examine the core challenges and how to avoid the common pitfalls of AI implementation. In a hands-on workshop, you will dive into the different steps of developing an AI application using an AI business canvas. Next, you will explore what a roadmap could look like for scaling AI successfully in your business. To round out the day, you will have the opportunity to discuss with startup founders about implementing AI in your company.

Day 3

AI Implications – Workplace, Regulation, and Ethics

On the third and final day, you will learn how to contextualize AI in your business and society. This includes exploring the effects of AI on the workforce, including the skill profiles, leadership techniques, and team productivity. In addition, the course will cover essential EU laws and regulations that address AI in general, as well as generative models in particular. Attendees will also receive practical recommendations for ensuring company-wide compliance. Ethical considerations related to AI will be discussed, including bias, privacy, fairness, and accountability, and how they affect businesses and society. Finally, participants will gain an outlook on the latest AI trends and what to expect in the field over the next five years.
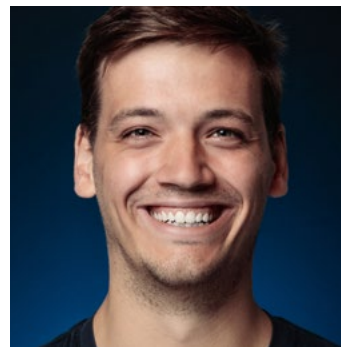
TOPICS

> Foundations of AI – What are AI and Machine Learning

> Decision-making in the age of the machine

> The business value of AI – practical use case examples

> The data value chain – the importance of data

> From AI idea to RoAI – what makes a good AI use case

> AI strategy and AI implementation – leveraging AI to create value

> Ethics and AI – fairness, bias and transparency

> The Law of generative AI – a regulatory perspective

> Exchange with AI startups – connect with the preeminent European AI ecosystem

EXPERT FACULTY

Be inspired by our outstanding academics and thought leaders on AI, data science and digital transformation in business.

Nicole Büttner
CEO and founder of Merantix Momentum, board member of Merantix AG. AI entrepreneur and investor

Moritz Schröder
Strategy Lead at Merantix Momentum

Francis de Vericourt
Professor and Joachim Faber Chair in Business and Technology, ESMT, Academic Director of the Institute for Deep Tech Innovation (DEEP), and Director of the Center for Decisions, Models, and Data (DMD-Center)

Philipp Hacker
Professor and Chair for Law and Ethics of the Digital Society, Europa Universität Viadrina

Urs Müller
Associate Professor of Practice for Business Ethics and Change Management, SDA Bocconi

Carolin Puppel
Program Director Executive Education, ESMT Berlin

PROGRAM DETAILS

Dates
Nov 25 – Nov 28, 2024

Location
ESMT Berlin / Merantix AI Campus

Language
English

Tuition fee*
€4,800

Certificate
Upon completion of the program, you will receive an ESMT certificate.

How to apply

esmt.berlin/execed/ai

Contact

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The program fee includes academic materials and most meals during the course program.

Please consult our general terms and conditions of open programs. Places are limited and filled in order of registration.

Not included: accommodation, travel

ESMT

ESMT Berlin is the highest-ranked business school in Germany and Top 10 in Europe. Founded by 25 leading global companies, ESMT offers master's, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education, accredited by AACSB, AMBA, EQUIS, and FIBAA, and is committed to diversity, equity, and inclusion across all its activities and communities.

Accredited by

Merantix

Merantix is the world's first platform for artificial intelligence (AI) dedicated to researching, building, and investing in AI companies. The platform con-sists of a venture studio and investment arm ("Merantix Venture Studio"), an AI research and solutions provider ("Merantix Momentum"), and a physical AI collaboration center ("Merantix AI Campus"). With this unique combination, Merantix has pioneered the implementation of AI research into real-world applications by building startups from scratch and supporting existing companies in accelerating research transfer.

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