



Leading Business Transformation in the Age of AI

Transform decision support
systems with the power of AI



Overview

63% of CEOs believe AI will have a larger impact than the internet according to the 22nd Global CEO survey by PwC. Businesses are investing vast sums of money to build organisational capability that can translate into better decision making and moated competitive advantage.

This programme has been designed to help business leaders from across industries transform their organisations into AI-driven disruptors. The programme will show you how to deploy the technology in ways that can counter and capitalise on complexities of operating in a global, interconnected world where a tiny disruption can have a cascading impact across industries.

Programme Impact

ALIGN THE BUSINESS FOR AI-DRIVEN INNOVATION

Learn the interactions of leading an organisation-wide AI transformation on sales force strategy, sales and channel structure, talent management, motivation, and performance management. Understand how to build an organisation that can flex and adapt to changing scenarios to maximise opportunities for business innovation.

Dates and Programme Fees

September 07-23, 2022

Programme Fees:
INR 1,10,000 + taxes



What You Will Learn

Through faculty presentations, group discussions, and sessions from industry practitioners, you will be able to gain focus on how to transform your business with AI, to compete effectively.

Some key topics include:

- Demystifying AI and developing familiarity with AI jargon
- Developing a 'bird's-eye' view of how AI can be used and deployed
- Learning the power of AI from function-specific case studies
- Strategising to transform your business into an AI-driven organisation
- Overcoming ethical and cultural challenges in deploying AI

Key Takeaways

- Integrate and align the business for AI-driven Innovation
- Develop an ethical framework that respects user and employee privacy
- Gain insights to transform organisational culture to fast-track AI adoption
- Enable faster and more efficient business decisions based on outputs of AI
- Understand when and when not to rely on AI

Who Should Attend

C-suite executives, General Managers, and other senior leaders who are responsible for driving innovation-led business transformation. Functional Managers, Business Analysts, and mid-career executives eager to learn about the potential impact of AI on their business will also benefit from this programme.





The ISB Advantage

Leaders and organisations today must continually reinvent themselves to navigate complex disruptive environments and create and renew their competitive advantage over time.

ISB Executive Education empowers executives with the skills, mindsets and vibrant networks required to manage and lead in this new world and achieve their distinctive personal and professional goals.

Globally Renowned Faculty

ISB faculty includes leading academics with strong domain expertise that is drawn from extensive research, real-world engagements, and rich teaching experience in top global business schools. The faculty also includes accomplished industry practitioners, who have been at the helm of global businesses. These experts will challenge your existing way of thinking, broaden your horizons to include new perspectives on complex problems and their solutions, and empower you to effect innovative ideas and change in your organisations

Research-backed Thought Leadership

ISB is ranked #1 amongst all business schools in India for research. At our research centres and institutes, faculty collaborate with top minds in the industry and government to develop ground-breaking thought leadership. Participants and their learning journeys will benefit from this rich expertise and its applications in the classroom through novel instructional content and assessments, extensive coaching, and a diverse selection of case studies.

Deep Expertise in Emerging Markets

Emerging economies in the East and South are slated to grow twice as fast as the more established, advanced economies in North America, Western Europe and Japan. Asia is at the centre of this growth story, with India and China poised to contribute 50% of the global economic output by 2050. Immense opportunities await companies that can navigate the unique and formidable challenges of these markets. Unlike most leading global business schools, ISB has developed rigorous intellectual capital and a vast number of case studies that explore critical challenges facing

organisations and leaders in these markets. Further, embeddedness in a rich ecosystem of business, government and think tanks allows ISB to deliver practical knowledge and craft holistic learning experiences to both local and global companies looking to compete and succeed in emerging markets.

Future-ready Perspectives

ISB Executive Education programmes speak to the new and continually evolving realities of modern work and businesses, including heightened connectivity, lower barriers to entry and scale, unprecedented automation, and shifting demographics. Our learning interventions will help you discover organisational “unlocks” and create future-ready companies that are aware, nimble, and continually learning and innovating to thrive in the next normal.

Transformational Learning Experience

ISB Executive Education programmes are replete with distinctive teaching methodologies and an intensive and challenging learning environment that pushes participants’ learning horizons beyond their pre-existing beliefs. Through lectures from distinguished faculty, local and global case studies, business simulations, and group discussions with extraordinary peers from a broad range of industries, regions, and functions, you will be equipped with the strategies, tools and insights required to transform your thinking and achieve ambitious business objectives. You will return to your organisation, fully ready to apply what you have learned. You will also take with you a rich network of relationships that will enrich your personal and professional lives long after you complete the programme.

Programme Curriculum

The programme includes six modules covering an introduction to AI and ML, strategy and business model transformation, ethics and responsible AI implementation, and leadership challenges to build an AI-driven organisation.

Module 1

Introduction to AI and ML for business executives

Sep 7, 2022 | 4.00 PM to 6.30 PM

Gain an overview of technology trends and how AI is bringing about a radically new paradigm, fundamentally different from previous technological transformations.

- Overview of AI from an executive's perspective
- Why should executives worry about AI now?
- Which kinds of problems can AI solve?

Module 2

Business strategy and transformation in the age of AI

Sep 9, 2022 | 4.00 PM to 6.30 PM

Master strategy formulation for the adoption of AI. Understand key strategic bottlenecks for its implementation and how you can overcome them successfully.

- AI as a disruptive technology
- How does AI affect competitive advantage?
- Strategies to leverage with AI-fuelled disruption
- Strategies to accelerate the adoption of AI in organisations

Module 3

Augmented intelligence for business model transformation of organisations

Sep 14, 2022 | 4.00 PM to 6.30 PM

Discover how business intelligence can transform your organisation's business models by capturing greater value from your customers.

- AI to enhance customer service
- AI to gauge customer perceptions
- AI for creating better customer experiences

Module 4

Ethics and responsibility in the age of AI

Sep 16, 2022 | 4.00 PM to 6.30 PM

Understand and plan to tackle the ethical quandaries posed by the adoption of AI and how they could potentially exacerbate certain existing challenges.

- Understanding the ethical challenges that come up while using AI
- Promote responsible implementation and use of AI

Module 5

Leadership in the AI era

Sep 21, 2022 | 4.00 PM to 6.30 PM

Understand the leadership challenges that are involved while transforming entire organisations and how they function, all driven by the power of AI.

- Key leadership challenges while enabling the use of AI
- Typical solutions to overcome them

Module 6

Leadership challenges involved in transforming organisations into AI-driven organisations

Sep 23, 2022 | 4.00 PM to 6.30 PM

Participate in a panel discussion on how successful leaders have managed strategic and leadership challenges while instituting AI in their respective organisations.

- Practical insights into the leadership and strategic challenges while adopting AI and how to overcome them

World-class Faculty

ISB Executive Education programmes are conceptualised and taught by globally renowned faculty who are leading academicians, researchers, and accomplished industry practitioners. Through their advanced research and industry consulting experience, you will learn real-world skills that will help you solve complex business challenges in your organisation.



Rajendra Srivastava

Novartis Professor of Marketing Strategy and Innovation

Executive Director - ISB Institute of Business Innovation, CBM, EFPM



Anand Nandkumar

Associate Professor, Strategy

Executive Director – Srini Raju Centre for IT and the Networked Economy (SRITNE)



Dr. Rohini Srivathsa

Visiting Faculty

National Technology Officer, Microsoft India



Ashish Sinha

Visiting Professor and Senior Research Fellow, Marketing

Affiliation: University of Technology, Sydney



Ram Nidumolu

Professor of Organisational Behaviour (Practice), Indian School of Business

PhD in Management, Anderson Business School, UCLA

Admission Criteria and Selection

This programme does not have any formal education requirements. However, we admit candidates based on their professional experience and organisational responsibilities. We encourage you to apply as early as possible to secure your seat in the programme.

Executive Benefits

Receive an official certificate from ISB Executive Education, formal recognition of your professional development. On successful completion of an ISB Executive Education programme, participants gain exclusive access to the ISB Executive Network, a vast learning community of over 49,000 senior executives and entrepreneurs.

[Apply Now](#)





Indian School of Business Hyderabad | Mohali

Marketing Services, ISB Executive Education

Hyderabad Campus: Gachibowli, Hyderabad - 500 111.

Mohali Campus: Knowledge City, Sector 81, SAS Nagar,
Mohali - 140 306.

execed.isb.edu | execed@isb.edu | 1800 309 0410

Corporate Identity Number: U80100TG1997NPL036631

ISB Executive Education reserves the right to make changes in the programme without prior notice. Please check with marketing services for the final schedule.

Connect with us

