HEC. LIÈGE LUXEMBOURG
In association with Chamber of Commerce

HEC. LIÈGE | EXECUTIVE EDUCATION
Management School - Liège Université

EQUIS ACCREDITED

AACSB ACCREDITED

HARNESSING AI FOR BUSINESS TRANSFORMATION (5 ECTS)

Harness the Power of a Technology set to Expand Horizons and Disrupt Business

This course is a hands-on opportunity to develop effective AI strategies and manage AI strategies within organizations. Offering concrete insights into the challenges and opportunities associated with AI adoption and organizational change, you will understand the transformative potential of AI in marketing, customer analytics, finance, and the future of work. You will also explore ethical considerations, responsible practices, as well as analytical and critical thinking. You will explore how AI can drive innovation, enhance decision-making, and create value for organizations.

BENEFITS FOR ME AND MY ORGANISATION

Benefits for me

▸ Obtain practical skills for a comprehensive understanding, successful implementation, and effective utilisation of AI in your organisation.
▸ Apply AI tools to various tasks immediate impact through relevant applied content and immersive delivery
▸ Meet experts in the field of AI

Benefits for my company

▸ Acquire a team prepared to excel in a cutting-edge domain of expertise
▸ Invite your staff to think beyond the traditional boundaries of innovation
▸ Have people trained in effective AI tools and methods to identify and seize opportunities
▸ All courses outside work hours allowing employees never to skip a beat while pursuing the course
▸ Unlock Real-World AI Expertise and immerse yourself in practical AI tools

FACULTY

Fateh Amroune,
Head of Innovation, Deloitte Luxembourg

Fateh joined Deloitte in June 2019 as a Director, where he currently leads both the firm innovation and the digital transformation of the Tax department. Fateh has over 20 years of experience in digital product and digital transformation, he has an extensive experience in building and transforming businesses by the introduction and setup of new organizations, processes and technologies. He helped startups and large companies to accelerate their digital transformation in France, UK and The Netherlands. He holds a degree in Strategy and Innovation from Oxford Said Business School.

Start date and number of hours
04/02/2025 | 36 training hours

Location
Chambre de Commerce - 7, rue Alcide de Gasperi - L-2981 Luxembourg-Kirchberg

Price VAT EXCLUDED
€1950 + 3% VAT

Language
English

Level
Expert

Format
In-Person or Online

Contact
info@heculiege.lu

Register now!

KEY TAKEAWAYS OF THE COURSE

Upon successful completion of this course, participants will be able to:

- **Strategic thinking and management of AI:** Participants will be equipped with the knowledge and skills to develop effective AI strategies and manage AI initiatives within organizations. They will understand the challenges and opportunities associated with AI adoption and organizational change.

- **Awareness of AI's impact and potential:** Participants will have insights into the impact, challenges, and opportunities presented by AI technologies. They will understand the transformative potential of AI in areas such as generative AI, marketing and customer analytics, finance, and the future of work.

- **Application of AI throughout an organisation:** Participants will be familiar with the practical applications of AI in an organisation, including marketing, customer analytics, and finance. They will understand how AI can drive innovation, enhance decision-making processes, and create value for organizations.

- **Analytical and critical thinking skills:** Participants will develop analytical and critical thinking abilities to evaluate AI technologies, assess their potential impacts, and identify suitable opportunities for their implementation within different industries and sectors.

- **After learning AI tools**, you gain valuable exposure to real-world applications, enabling you to tackle complex problems, automate tasks, and make data-driven decisions with confidence.

- **Ethical considerations in AI:** Participants will have a strong understanding of the ethical implications and responsible practices in AI development and deployment. They will be able to identify and address potential biases, fairness issues, and social impacts associated with AI projects.

FURTHER INFORMATION

TARGET AUDIENCE
Designed to give professionals and enthusiasts an understanding of the growing deployment of AI in business.

THE CONDITIONS FOR THE ADMISSION
Bac+3 OR 3 years of professional experience (documents needed)

TITLE ISSUED
Certificate of Completion

CONTACT US:
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CALENDAR

DAY	DATE	CLASS DESCRIPTION
Tuesday	**04-Feb-25**	Introduction, Definition of AI
Thursday	**13-Feb-25**	AI Strategy & Management
Friday	**28-Feb-25**	Generative AI : Impact, Challenges and Opportunities
Friday	**7-Mar-25**	AI in Marketing & Customer Analytics
Friday	**14-Mar-25**	AI & Future of Work
Friday	**21-Mar-25**	Ethical & Responsible AI
Thursday	**27-Mar-25**	AI in Finance
Friday	**04-Apr-25**	Data Science & Analytics
Friday	**25-Apr-25**	AI & Innovation in Entrepreneurship
Tuesday	**29-Apr-25**	AI & Business Transformation
Tuesday	**06-May-25**	Artificial General Intelligence & Future Trends
Friday	**13-Jun-25**	Student Presentation, Final Test

HEC LIÈGE LUXEMBOURG

HEC Liège has close connections with Luxembourg which currently hosts 1,300 of their active alumni. HEC Liège feels this makes Luxembourg a natural home for a Business School and the place to offer an International MBA & Executive programmes.

HEC Liège Luxembourg is located at the Chamber of Commerce in Luxembourg, in the Financial and European District, and proposes new high-level programmes focused on attracting and developing worldwide talent for the local and international job markets.

A PARTNERSHIP FOCUSED ON DIVERSITY, EXCELLENCE AND THE INTERNATIONALIZATION OF EXECUTIVE EDUCATION PROGRAMMES

Programmes offered in Luxembourg:

- ▸ MBA with Internship
- ▸ MBA without Internship
- ▸ Private Equity Certificate
- ▸ Business Skills Booster Certificate

For more information:

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