

AI



Anat Lechner

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■ Anat is an Associate Professor of Management and Organizations at NYU Stern. She earned her Ph.D. in Organization Management from Rutgers University in 2000. Professor Lechner is also involved in Management Consulting and Senior Executive Action Learning. A former Research Fellow at McKinsey & Co. and the founder of a boutique management consulting firm, her client list includes Fortune 500 firms in the Financial Services, Pharmaceuticals, Chemicals, Energy, Food, High

Artificial Intelligence in Business

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Digital Transformation is disrupting society and industry in multiple ways. New business models and channels continue to emerge, demanding entirely new ways to manage and lead organizations, to deliver against rapidly changing customer needs. For organizations in a rapidly evolving business world, one error of judgement can have severe consequences.

Artificial intelligence (AI) and machine learning offer two key new ways to extract value from data. But how exactly can they help companies and managers make smarter, more impactful decisions?

In this course, you will gain cutting-edge insights into how big data and AI enhances your decision-making, increase customization, and cost reduction.

Learning Objectives

- Understand why AI is relevant to business decision-making
- Discover the relevant frameworks through mini case-studies, key concepts presentation, and engaging peer discussion
- Discover AI and machine learning, their theories and key concepts, and relevant strengths and weaknesses. Calibrated for a business audience, with focus on real-world applications

ARTIFICIAL INTELLIGENCE IN BUSINESS

February-March, 2024

Time Schedule

Artificial Intelligence in Business is a two-months Executive MBA Course with classes on February 7-8 from 08.30 to 17.00.

Course Material

The course material consists of textbooks and case studies.

Requirements

Students are required to attend all classes and to participate actively.

Preparations

Students are required to read all course material in advance.

Evaluation

Students will be graded on attendance and participation in class and on an individual paper.

ECTS Points

The Executive MBA Course in Artificial Intelligence in Business will earn you a total of 4.5 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in Artificial Intelligence in Business is DKK 25,000 exclusive of VAT.

Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at info@avt.dk