

# AI Literacy Suite: AI Executive





## **AI Executive**

### **Why this programme?**

The **AI Executive** programme is designed for senior executives to develop a level of competence and understanding of the tools and functionality of AI and emerging technologies and their integration into business systems. This course will allow participants to develop a broad understanding of how to manage and address AI risks, implement controls in a regulatory context, develop business strategies to adopt and scale AI and develop skills to communicate AI effectively in the Boardroom Conversations. This comprehensive curriculum goes beyond viewing AI as a mere automation tool, providing participants with useful insights into the skills required to develop their careers and knowledge in a world where technology is evolving at pace. Participants will build on their fundamental AI knowledge, learning to apply their knowledge to real-world business challenges, and discover methods to harness AI for workflow automation and drive impactful innovation.

### **Duration and Model of Delivery**

**AI Executive** is delivered as a blended learning course. This means that all study materials are made available to participants on our Virtual Learning Environment, MyPlace, to progress through each section at their own pace, at a time which suits, encouraging interactions with peers who are also participating remotely. While participants access the course materials online, the course tutor will be monitoring the engagement of all participants and will initiate and engage in discussion forum sessions as you progress. The course consists of 10 specific sections, each of which should take around three to four hours to complete, depending upon the knowledge level of participants and the depth to which you wish to acquire knowledge within each section. Each section will be opened on set dates to encourage collaborative progress and engagement with the peer group undertaking the course.

You will be guided through a number of bite-sized mini lectures of around 10 minutes each, in between which you will be encouraged to participate in a range of activities such as forum discussions to share ideas and views, quizzes and further reading to consolidate learning.

Prior to the launch of the course, we will invite you to an online induction session which will be led by the class tutor. Once participants in your cohort have completed all elements, we will arrange a final interactive session with the class tutor with activities designed to complement your self-study and reinforce your learning.

This is a post graduate level course. Standard IT skills will be required.

### **Target Audience**

This course is suitable for senior executives to develop a level of competence and understanding of the tools and functionality of AI and emerging technologies and their integration into business systems. This micro credential will develop a broad understanding of how to manage and address AI risks, governance and compliance.

## What will I learn?

There will be 10 sections covering the undernoted areas:

| Section   | Indicative Content   |
|---|--|
| <b>AI Fundamentals:</b> The essential knowledge that serves as a foundation for all personas. AI Concepts, History and Core Techniques  | <ul style="list-style-type: none"><li>AI in Enterprise Risk Management</li></ul>   |
| <b>AI Techniques &amp; Technologies:</b> focus on AI methodologies and cutting-edge advancements, covering different machine learning types and deep dives into modern techniques                         | <ul style="list-style-type: none"><li>AI Technology Roadmap for Leaders</li></ul>  |
| <b>Data Science, AI &amp; Decision Intelligence:</b> data is the foundation of AI, and these components focus on understanding, analysing, and making decisions with AI-powered data                      | <ul style="list-style-type: none"><li>AI Driven Business Insights</li></ul>  |
| <b>AI Governance &amp; Responsible AI:</b> Responsible AI is a cross-cutting concern that applies at all levels, from foundational ethics to corporate governance and compliance.                         | <ul style="list-style-type: none"><li>AI Governance &amp; Compliance</li></ul>   |
| <b>AI Development &amp; Infrastructure:</b> Many learners need practical guidance on deploying AI models, handling DevOps, scaling, and using standardised frameworks.                                    | <ul style="list-style-type: none"><li>AI Vendor &amp; Partner Strategy</li></ul>   |
| <b>AI Adoption, Change &amp; Business Integration:</b> AI is a business enabler, and this category addresses how AI integrates into product management, business models, and long-term corporate strategy | <ul style="list-style-type: none"><li>Business Strategy</li><li>Scaling GenAI</li><li>GenAI Tech Strategy</li></ul>  |
| <b>AI for Leadership &amp; Decision-Makers:</b> Businesspeople increasingly need tailored content on how to lead, make strategic AI decisions, and manage AI-powered businesses.                          | <ul style="list-style-type: none"><li>GenAI for Business Leaders</li><li>C-Suite Examples</li><li>Leading in the age of AI</li><li>Becoming an AI first product leader</li></ul> |
| <b>AI Strategy, Business Value &amp; Industry Trends:</b> AI is evolving rapidly, and learners must stay informed about emerging trends, industry shifts, and innovation areas.                           | <ul style="list-style-type: none"><li>Global AI Competitive Landscape</li></ul>  |
| <b>AI Communication &amp; Soft Skills:</b> AI professionals often need non-technical skills like storytelling, requirement gathering, and decision-making frameworks to communicate AI effectively.       | <ul style="list-style-type: none"><li>AI in Boardroom Conversations</li></ul>  |
| <b>AI in Action:</b> Learning through real-world AI applications is crucial for bridging theory with practice, showcasing how AI works in different industries.   | <ul style="list-style-type: none"><li>Use cases &amp; implementation showcase</li></ul>  |

### When will this course be delivered?

This course is delivered on a rolling basis throughout the year. If you wish to join a future cohort, or if you have any questions relating to the course, please contact the skills team: [sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk).

### What does it cost?

The programme fee is **£1,200** per participant for those who sign up more than two weeks in advance of start date, after which the course cost will be **£1,500**. On occasion there may be fee discounts or funding available to support participants. The programme team will advise when you register for the course.

### What can I achieve?

You have the opportunity to complete an assessment at the conclusion of the course, successful completion of which will allow you to achieve academic credits at postgraduate level from Strathclyde Business School as follows:

| Course        | Credits Awarded |
|---------------|-----------------|
| AI Curious    | 20 credits      |
| AI Explorer   | 10 credits      |
| AI Enthusiast | 10 credits      |
| AI Advanced   | 10 credits      |
| AI Executives | 20 credits      |

Should you not wish to participate in the assessed activities to obtain academic credits, you will receive a digital certificate confirming that you have achieved all elements of the learning materials

Academic credits may be stacked to achieve a postgraduate qualification. If you wish to explore this opportunity further, please contact the skills team at [sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk).

### Where do I sign up?

Contact the skills team at [sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk) to register your interest and for further details of course content and delivery dates.

[sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk)