



Disruptive Digital Innovation with AI

In today's competitive and rapidly evolving marketplace, disruptive digital innovation powered by AI is no longer a distant frontier—it is a present and pressing reality. From predictive analytics and intelligent automation to generative design and personalized customer experiences, AI is fundamentally reshaping how businesses create value, compete, and grow. For business leaders, this disruption presents both a challenge and an opportunity: those who understand and harness AI effectively will redefine their industries; those who do not risk obsolescence.

While the business world has embraced digital transformation, many organizations still struggle to move beyond incremental improvements. The literature on AI adoption often focuses on technical implementation or operational efficiency, leaving a critical gap in understanding how AI drives strategic disruption—altering value chains, business models, and leadership paradigms. Moreover, there is limited guidance on how leaders can navigate the ethical, organizational, and market complexities that accompany AI-driven innovation.

This program is designed to equip business leaders with the strategic insight and practical tools needed to lead in the age of AI disruption. Its core objectives are:

- 1. To explore how AI technologies are reshaping industries and redefining competitive advantage.**
- 2. To provide frameworks for identifying and managing disruptive innovation within organizations.**
- 3. To examine the leadership, governance, and ethical considerations essential for responsible AI adoption.**

The rationale behind this topic is clear: in a world where agility, foresight, and innovation are key differentiators, leaders must move beyond digital literacy to strategic fluency in AI.

Understanding the disruptive potential of AI is not just about technology—it's about reimagining business strategy, culture, and customer value.

Through a blend of case studies, strategic models, and interactive learning, this program offers actionable insights for decision-makers seeking to future-proof their organizations. It will help leaders anticipate disruption, foster innovation, and build resilient, adaptive enterprises.





SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING MICROLEARNING PROGRAM

Program Structure Overview

The program is organized into six topics in this sequence:

1. Understanding Disruption: AI and the New Rules of Competition
2. Industry Transformation: Sector-Specific Case Studies
3. Innovation Leadership: Driving Change from the Top
4. Ethics and Governance: Building Trust in AI Systems
5. AI in Emerging Markets: Strategic Opportunities and Risks
6. Foresight and Strategy: Designing the Future of Business

Each module is designed to bridge theory and practice, enabling leaders to translate insights into strategic action. By the end of the program, participants will be equipped not only to understand disruption—but to lead it.