



AI Strategy and Innovation

Artificial Intelligence is no longer a niche technology—it is a strategic asset reshaping the foundations of business. From intelligent automation and data-driven decision-making to customer personalization and product innovation, AI is transforming how organizations operate, compete, and grow. For business leaders, the challenge is no longer whether to adopt AI, but how to strategically integrate it to drive innovation, unlock new value, and lead in a rapidly evolving digital economy.

Despite widespread interest and investment in AI, many organizations struggle to move beyond pilot projects and isolated use cases. The literature and practice often focus on technical implementation or operational efficiency, leaving a critical gap in understanding how AI can be embedded into core business strategy. There is a growing need for leadership frameworks that align AI capabilities with long-term vision, innovation goals, and organizational transformation.

This program on AI Strategy and Innovation is designed to address that need. It empowers business leaders to move from reactive adoption to proactive strategy—leveraging AI not just as a tool, but as a catalyst for innovation and competitive advantage. The program's key objectives are:

- 1. To equip leaders with strategic frameworks for integrating AI into business models and innovation pipelines.**
- 2. To explore how AI can drive transformative change across products, services, and customer experiences.**
- 3. To develop leadership capabilities for managing AI-driven innovation, including governance, ethics, and change management.**

The rationale behind this topic is rooted in the strategic imperative for businesses to evolve. In an environment defined by volatility, complexity, and digital acceleration, AI offers a unique opportunity to reimagine value creation. However, realizing this potential requires more than technical know-how—it demands visionary leadership, strategic clarity, and organizational agility.

Through a combination of strategic insights, real-world case studies, and interactive learning, this program provides business leaders with the tools to design and execute AI strategies that are innovative, scalable, and ethically sound. It bridges the gap between AI capabilities and business outcomes, enabling leaders to shape the future of their industries.





SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING MICROLEARNING PROGRAM

Program Structure Overview

The program is organized into six topics in this sequence:

1. Strategic Foundations: Aligning AI with Business Vision
2. Innovation with AI: Transforming Products, Services, and Experiences
3. AI-Driven Business Models: Creating New Value Propositions
4. Leadership and Governance: Managing AI Innovation Responsibly
5. Organizational Readiness: Building Culture and Capability for AI
6. Foresight and Strategy: Navigating the Future of Intelligent Business

Each module is designed to foster strategic thinking and actionable leadership. By the end of the program, participants will be equipped to lead AI-driven innovation with confidence, clarity, and impact.