Carnegie Mellon University

TEPPER SCHOOL OF BUSINESS
Executive Education

TRANSFORMATIONAL AI & BUSINESS STRATEGY

Integrate AI to manage, lead, and solve complex business problems.

2 DAYS | PITTSBURGH, PA | 3 TEUs | $4,500

Today, more than ever, the world of business is being transformed by the promise of artificial intelligence, the ubiquity of data, and the application of advanced analytics. This program provides an integrated view of business and technology and prepares senior executive participants to manage, lead, and solve complex business problems using cutting-edge AI technology.

As AI proliferates business strategy, leaders from all domains – whether marketing, human resources, finance, or technology – must be ready to implement a comprehensive AI strategy. Business leaders must be able to separate the hype of AI from the business reality, deciding which AI projects have the potential to deliver transformational results and are worthy of investment. In this program, gain a fundamental understanding of AI technology and how to harness it strategically.

EARN YOUR CERTIFICATE

This program helps you earn the **Certificate in Executive Leadership** by successfully completing a minimum of 10 Tepper Education Units (TEUs) within a three year period. You can earn the **Certificate in Executive Leadership + AI**, when 5 of the minimum 10 TEUs are in AI programs.

PARTICIPANT INSIGHT

*"The insights shared by the exceptional faculty and the opportunity to collaborate with my amazing cohort have been truly **transformative**. The program's comprehensive curriculum and interactive sessions have equipped me with practical strategies that I can immediately apply in my professional endeavors."*

—Chief of Staff, UPMC

TEPPER EXECUTIVE EDUCATION
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This immersive program offers participants an opportunity to learn from Carnegie Mellon's world-renowned faculty, equipping senior leaders with the knowledge for integrating artificial intelligence into their strategic business plans. Participants gain exposure to the wide array of artificial intelligence technologies, from machine learning, natural language processing, predictive analytics, and prescriptive analytics; discover how to ensure the data your organization already collects is ready for AI-applications; prepare their teams for technological transformation and receive recommendations on how to upskill their workforce to prepare for changes in technology; build an understanding of AI's current capabilities as well as its future potential and potential drawbacks, including ethical concerns; and examine your overall business strategy to adopt AI transformation for ongoing sustainability and success.

WHY TEPPER EXECUTIVE EDUCATION

Great business decisions balance data-centered insights with human-driven leadership, which is why Tepper Executive Education programs blend cutting-edge research with real-work application, ensuring leaders don't just understand theory, but are prepared to put it into action. The Tepper Executive Education approach is hands-on, dynamic and results-driven, equipping participants to leverage data, technology, and collaboration that propels meaningful change.

WHAT YOU WILL ACHIEVE

- Develop a solid understanding of AI capabilities.
- Acquire a practical framework for identifying and valuing AI opportunities.
- Learn the end-to-end process for operationalizing AI initiatives.
- Apply AI frameworks to real-world business challenges.
- Gain strategic insight into emerging AI trends.

WHO SHOULD ATTEND

- Directors, senior managers, and leaders tasked with implementation of AI strategy across the organization.
- Individuals interested in pursuing their Carnegie Mellon University Certificate in Executive Leadership (+ AI).

FORWARD THINKING **FUTURE READY**

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FACULTY LEADS:

Andrew Li

Assistant Professor of Operations Research is the Frank A. and Helen E. Rish Assistant Professor of Operations Research at the Carnegie Mellon University Tepper School of Business. He received his Ph.D. in Operations Re-search from MIT's Operations Research Center. His research interests are in statistics, optimization, and machine learning, with applications to operations management and medicine. He is a co-founder of ENAiBLE, CMU's AI-driven retail and services collaborative.

Robert T. Monroe

Teaching Professor of Business Technologies at Carnegie Mellon University's Tepper School of Business, teaches graduate and undergraduate courses on data management, AI applications, and modern product development. His work explores applications of Artificial Intelligence, Data Analytics, and Product Strategy and draws on his experience in academia and industry, combining technical depth with an understanding of real-world business needs. Monroe holds a Ph.D. and M.S. in Computer Science from Carnegie Mellon University and a B.S. in Philosophy and Computer Science from the University of Michigan.

CUSTOM PROGRAMS

Our executive education team offers scalable solutions to tackle your organization's unique needs. With a dedicated executive program team, we create a fully customized and immersive experience to deliver real results in real time.

SAMPLE SCHEDULE*

DAY ONE

AI FOUNDATIONS

Overview and Approach: Provide program overview and insights into how AI is reshaping industries.

Capabilities of Analytical AI: Identify a shared understanding of AI and explore tasks that are feasible with analytical and predictive AI and those beyond its current limits.

Capabilities of Generative AI: Explore the underlying technological advances that enable Generative AI and the opportunities it creates, including recent breakthroughs and what is on the horizon.

IDENTIFYING OPPORTUNITIES FOR AI IN BUSINESS

Benefits of AI: A Framework for Identifying High-Potential AI Opportunities: Present a practical framework to identify high-impact AI opportunities within the participant's organization.

The Cost of AI: Data, Compute, and Human Capital: Breakdown the three essential ingredients of AI initiatives.

DAY TWO

FROM IDEATION TO EXECUTION

The Lab & Piloting AI: Introduce and explore a practical framework for advancing an AI project from conception to production.

Operationalizing AI Projects: Examine how to scale and deploy an AI project, with emphasis on the unique challenges that distinguish AI initiatives from traditional IT or MIS projects.

THE FUTURE OF AI

What's Next in AI: Explore cutting-edge technologies that are not yet mainstream but expected to become viable and how to remain informed so organizations are prepared for what is next in AI.

Wrap-up and Key Takeaways: Reflect on key concepts, tools, and frameworks introduced throughout the session.

Holistic design with real-world examples and application throughout both days.

** Subject to change*

ENROLL