



Second Edition



EXECUTIVE MASTER AI GOVERNANCE & PRACTICE

Ai Technology, Governance & Policy for Leaders

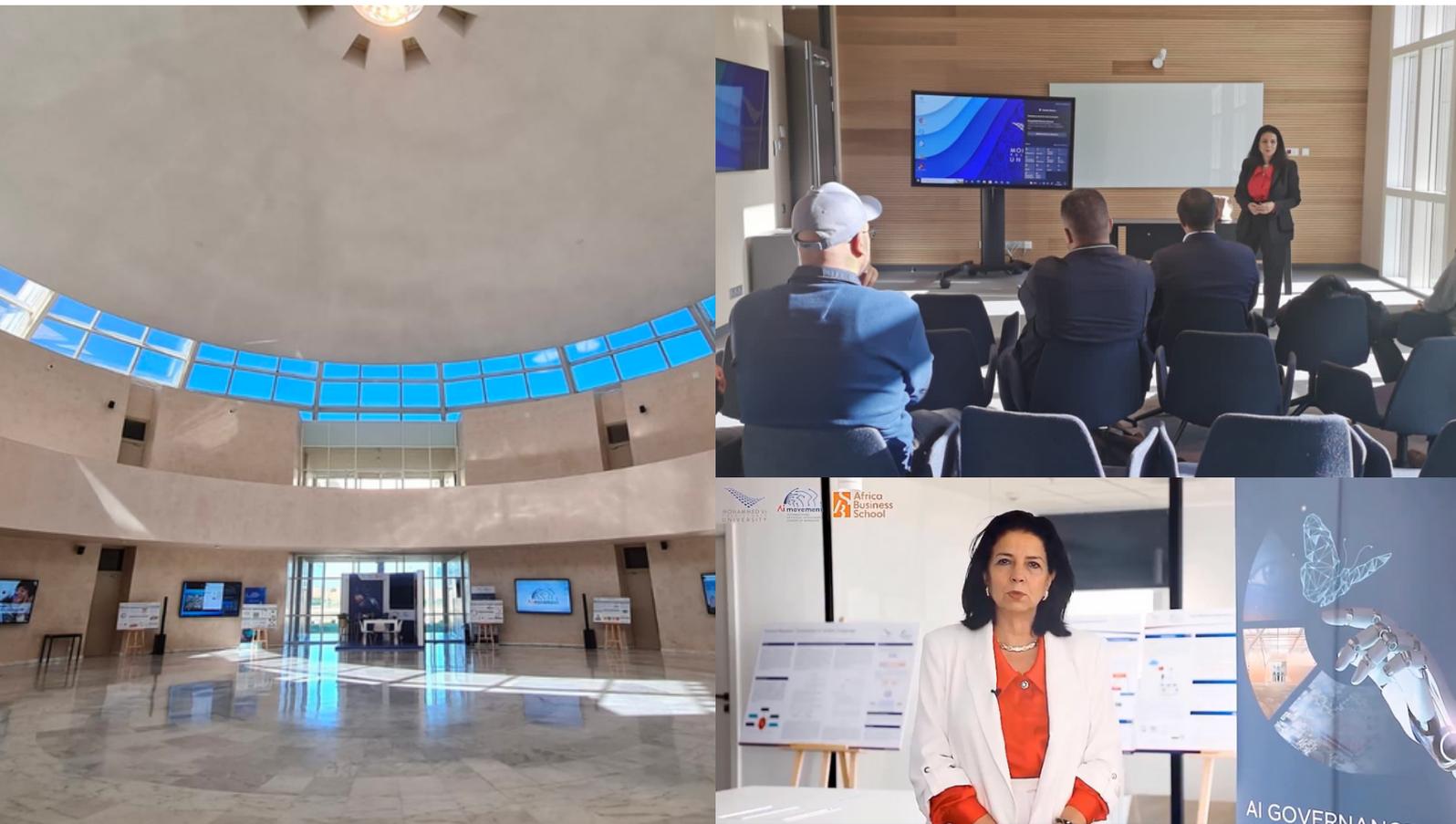


2023-2024 Cohort



The program

Artificial Intelligence (AI) is transforming every aspect of our lives and creating new opportunities for businesses to grow at an unprecedented pace. But as AI becomes more pervasive, executives and leaders must gain the necessary knowledge to drive AI transformation in their organizations. It is not only about understanding how technology works but also about the various regulatory and ethical implications of its implementation.



To this end, the International Artificial Intelligence Center of Morocco Ai movement and Africa Business School designed a unique executive program for leaders seeking to develop expertise in leading AI transformation in their organizations: The Ai Governance & Practice Executive Master.

Our Vision

With the guidance of expert instructors, the program covers various AI techniques and applications, including machine learning, computer vision, natural language processing, and robotics. The curriculum is designed with theoretical and practical training, allowing participants to apply what they learn to real-world, industrial-grade use cases. The program graduates will also learn the necessary skills to ensure that the AI systems they develop are ethical and compliant with the law.



Goals

1

Build a deep understanding of AI techniques and their applications.

2

Master the governance, ethical, and regulatory implications of AI.

3

Collaboratively build AI-powered systems to solve complex industrial problems.

Is the program right for you?

Through this Executive Master, leaders will be provided with a uniquely practical, personalized, and immersive experience, including workshops and conferences with world-class AI experts and various projects catered towards solving real-world challenges.

This program is designed to support leaders, executives, tech and IT managers, and entrepreneurs across multiple functions and industries seeking to understand the possibilities of AI and master its deployment legal, organizational, and ethical implications.

The admission process

Interested candidates with at least five years of experience must complete an online form, including a recent resume and a cover letter indicating their motivation and goals for attending the program. Successful applicants will be invited for a personal or virtual interview, after which they will be notified of their acceptance.



Six innovative certificates

C1

AI Foundations

C2

AI Applications

C3

AI Analytics & Data Science

C4

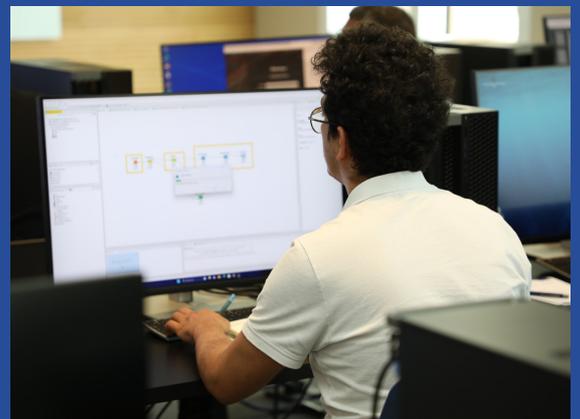
Robotics & Autonomous Systems

C5

AI Governance

C6

AI Transformation



The learning Journey

C1

AI Foundations Certificate

Learn about AI foundations and explore the potential of AI in different fields

Introduction to AI (4h)

- Gain a basic understanding of AI fields and learn common keywords used in the tech industry today

AI Foundations (30h)

- Learn about AI foundations algorithms for Planning, Problem Solving, Decision Making and Optimization

Machine Learning (30h)

- Explore the power of Neural Networks & Ensemble techniques for an informed application of artificial intelligence in business management

AI Business case (26h)

- Learn the techniques and methodologies involved in building AI business case.

Bridge course (optional): Math & CS tools for AI (4h)

- Math and computer science tools for AI foundations

C2

AI Applications Certificate

Explore the full potential of specific AI architectures for multiple industry applications to gain a strategic AI understanding

Advanced ML and Computer vision (20h)

- Acquire a bird-eye view of advanced machine learning architectures focusing on Computer vision applications.

Natural language processing / AI for robotics (30h)

- Learn about two main case applications of Machine learning in business: Natural Language Processing and Robotics.

AI Applications and projects (50h)

- Management/RH/ RenewableEnergies/ Marketing/ Digital Transformation/ Education/ Cybersecurity/ Agriculture

New in 2024

C3

**AI Analytics
& Data Science
Certificate**

Explore the potential of data science and AI-enhanced analytics

Introduction to AI-powered data analytics (4h)

- General introduction to the use of Ai to discover insights, new patterns, and relationships in the data

Exploratory Data Analysis and Visualization (6h)

- Learn to analyze and investigate data sets, summarize their main characteristics, and employ data visualization methods

AI for Data Science and Analytics (30h)

- Leverage Ai as a decision aid tool for data analysts

Data Ethics & Regulations (20h)

- Discover the latest ethical and legal obligations of collecting, sharing, and using data, focused on ensuring that data is used fairly, for good

Data-Driven Decisioning and Leadership (20h)

Capstone project (20h)

New in 2024

C4

**Robotics
& Autonomous
Systems
Certificate**

Learn fundamentals of AI-powered robotics, with special emphasis on autonomous systems

Introduction to Robotics & Autonomous Systems (4h)

- Introduce AI-powered robotics and the role of Ai in autonomous systems

AI techniques for perception and sensing (16h)

Learning and reasoning for autonomous agents (24h)

- Design Ai-powered robots that can interact with their environment using unsupervised learning, active learning, exploration, and reinforcement

Human-machine interaction (10h)

- Leverage computer vision and natural language processing for human-machine interaction

Autonomous systems & MARL (24h)

- Apply advanced Ai techniques for autonomous systems control. Focus on Multi-agent deep reinforcement learning

Hardware workshops (24h)

Capstone project (24h)

C5

AI Governance
Certificate

Learn about the latest regulation in AI & Data management, the best practices for a responsible and ethical AI

Introduction to AI Governance (4h)

- Introduce AI and the importance of appropriate Governance skills for innovative leaders covering trustworthy AI, data management, regulation, and ethics

AI Management

- Gain insights with regards to the best practices in data management for a seamless AI deployment (Cloud, Data Center, embedded AI...)

AI & Data Regulation

- Learn about regulations that corporations and governments should follow to design and deploy AI systems responsibly and ethically

AI & Data Ethics

- Develop the tools and skills to deploy ethical AI and manage the diverse impacts of this technology on your organization and society

C6

AI Transformation Certificate

Learn how to manage a complex AI project and successfully lead AI transformation in your organization

Strategies for AI (30h)

- Value Chain for AI
- Links to organizational models, shared services, and processes
- Core and supporting AI strategies

AI project management (30h)

- Analytics project lifecycle
- Specificities of an AI project and related risks
- Upstream and downstream integration

Change Management for AI (30h)

- Develop skills to implement organizational change with key stakeholders fostering an organizational learning culture that embraces AI transformation
- Apply conceptual frameworks, models and analytics that support integrating AI transformation in business strategy

The leaders' feedback

This program is much more than just a Master's degree. It offers a unique experience, supported by AI Movement, a pioneering initiative in Morocco and Africa, with the backing of prestigious global organizations such as UNESCO. What really sets it apart is its privileged link with a global network of universities and Moroccan companies at the cutting edge of research. In this way, the Master's program offers the perfect combination of academic research, international organization and the concrete application of research results in the professional world. You won't find anything like it at any other university.

Naoufal ACHTIOUI, Strategic Digital Partnership Manager at OCP S.A

What makes this program truly unique are its ambitious goals and innovative pedagogy. On the pedagogical side, you'll be immersed in a stimulating international environment, with world-renowned speakers and exceptional center partners. Moreover, we attach great importance to creating lasting bonds within this exceptional community. Joining this program means becoming part of a community of passionate experts and professionals.

Ahmed ECHATOUI
Consultant and Expert in business transformation strategy and Co-founder of digital Start-Ups



This program has been designed to meet the specific needs of the professional world. Unlike other programs, this one adopts an iterative, modular approach. It is organized into 4 certificates, supervised by the AI Movement-Um6P team, which will enable you to capitalize on your knowledge and apply it immediately in your field of activity. It's the ideal opportunity to acquire practical skills and stay constantly up-to-date in the field of artificial intelligence.

Rachid RETAIBA, Data Driven Innovation Expert
Attijariwafa Bank

The master junior

Help familiarize youth with how artificial intelligence looks and functions. Our goal is to encourage young people's early exposure to AI. It only takes a tiny spark to ignite a teen's mind!

Bring your teen (8-14 Yo) on board for tailored 90 min workshops to understand, imagine and create AI systems!



Practical Information

- **Registration opens:** June 21, 2023
- **Orientation day:** October 12, 2023
- **Official start:** October 26, 2023
- **Tuition:** 30.000 MAD TTC per certificate and 150.000 for 6 certificates



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