



# AI GOVERNANCE & PRACTICE

EXECUTIVE MASTER



APPLY NOW

# A PIONNER AI EXECUTIVE PROGRAM

## LOW-TECH/ DEEP-TECH

The first Executive program to propose bridge courses to build the skills to aboard AI from a technological standpoint.



## GENERIC/CROSS INDUSTRY

Target senior executives from a broad set of sectors, and keep everyone interested!

## AI GOVERNANCE

Learn about AI project governance and good practices.

## VERSATILE

Adapt to the group needs and propose UpToDate course material.



# AI EXECUTIVE PROGRAM PRESENTATION



Starting in **September 2022**



**360 Hours** of in person courses, workshops & seminars



A modular, stackable format to adapt the learning journey to specific needs & schedules



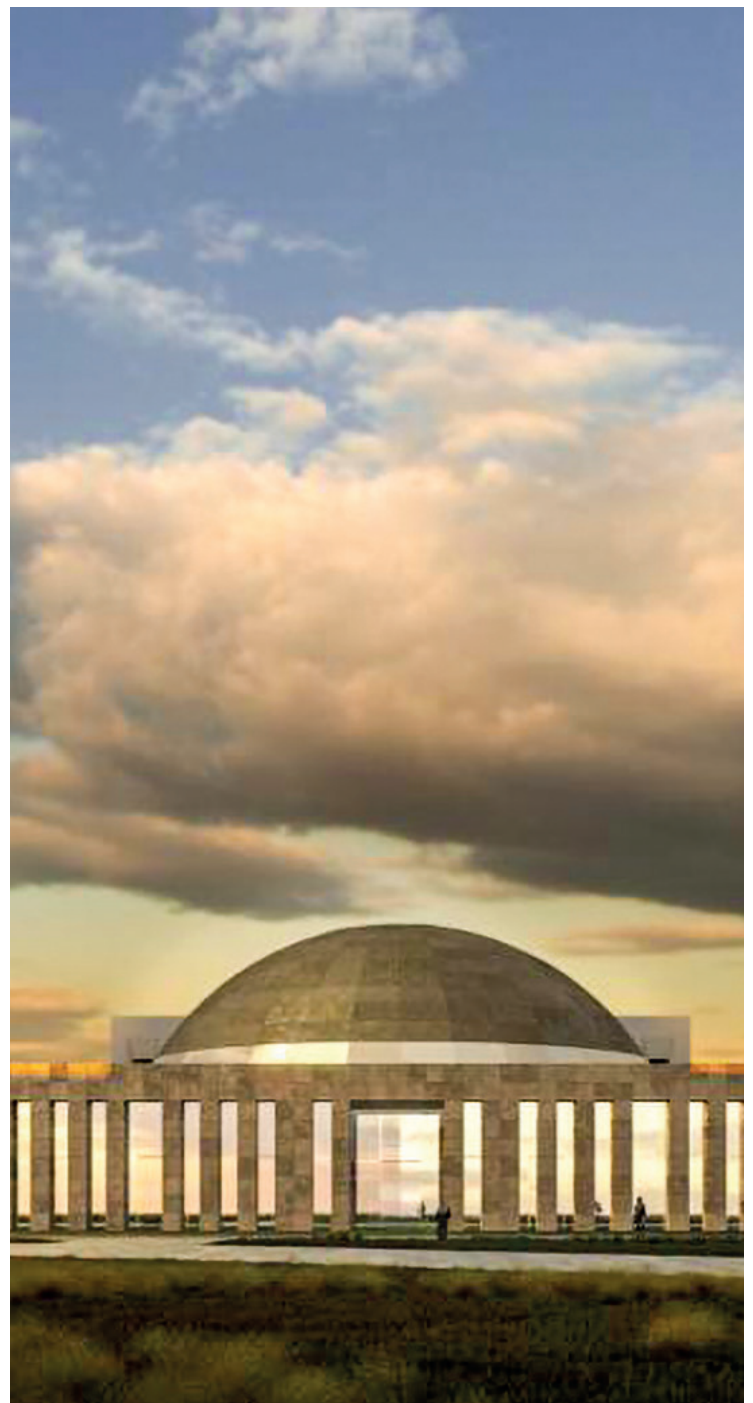
**One week per month**  
(Thursday, Friday & Saturday)



**10 Months**  
**4 Certificates** (90 learning hours per certificate) + professional project



Africa Business School



## ADMISSION PROCESS & PROGRAM FEES



Fill a simple online Form



An admission committee reviews your application



Upon admission, an AI-based motor recommends the best curriculum

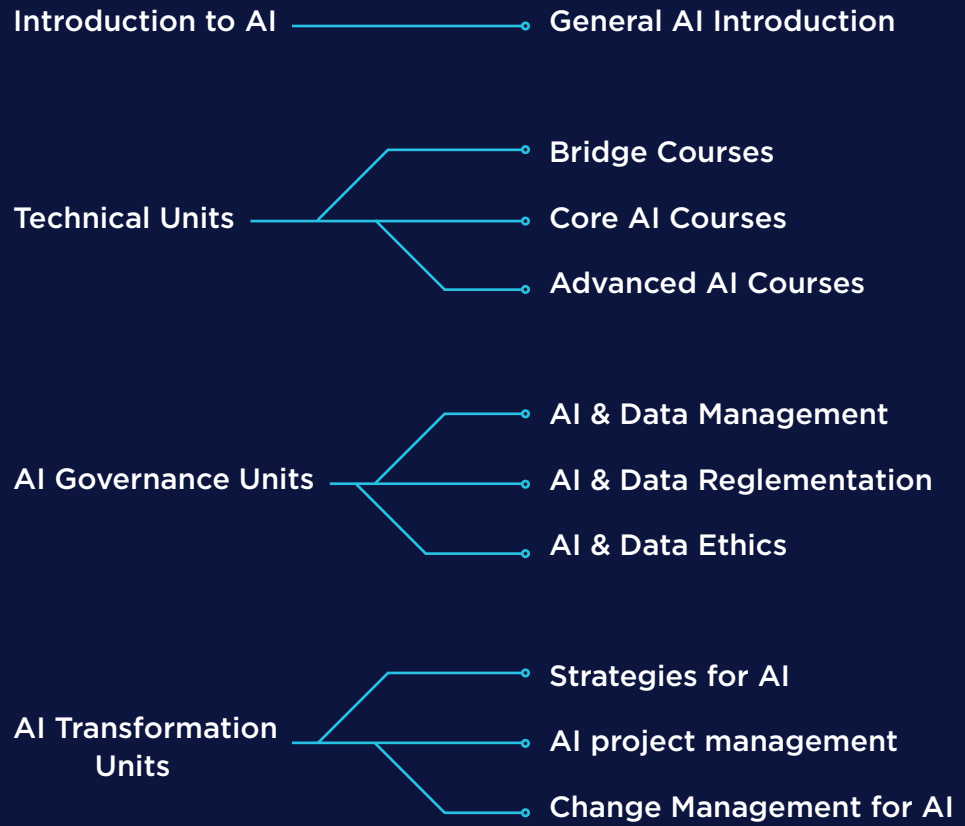


Start your learning journey!

Program Fees: **90.000** DH (30.000 per Certificate)

# AI-GOV PROGRAM UNIT ORGANIZATION

## **Ai** movement Program Units



# PROGRAM SYLLABUS: THE CERTIFICATES

<h2>C1</h2> <h3>AI Foundations Certificate</h3> <p>90H</p> <p><i>Learn about AI foundations and explore the potential of machine learning in different fields</i></p>	<h2>C2</h2> <h3>AI Application Certificate</h3> <p>90H</p> <p><i>Explore the full potential of specific AI architectures for multiple industry applications to form a strategic understanding of AI (*)</i></p>	<h2>C3</h2> <h3>AI Governance Certificate</h3> <p>90H</p> <p><i>Learn about the latest reglementation in AI &amp; Data management, the best practices for a responsible and Ethical AI</i></p>	<h2>C4</h2> <h3>AI Transformation Certificate</h3> <p>90H</p> <p><i>Learn how to manage a complex AI project and successfully lead the AI transformation in your organization</i></p>
<p><b>Introduction to AI</b> 4H</p> <ul style="list-style-type: none"> <li>Gain a basic understanding of AI fields and learn common keywords used in the tech industry today.</li> </ul> <p><b>AI Foundations</b> 30H</p> <ul style="list-style-type: none"> <li>Learn about AI foundations algorithms for Planning, Problem Solving</li> <li>Decision Making and Optimization.</li> </ul> <p><b>Machine Learning</b> 30H</p> <ul style="list-style-type: none"> <li>Explore the power of Neural Networks &amp; Ensemble techniques for an informed application of artificial intelligence in business management</li> </ul> <p><b>AI Business case</b> 26H</p> <ul style="list-style-type: none"> <li>Learn the techniques and methodologies involved in building AI business case.</li> </ul> <p><b>Bridge course (optional): Math &amp; CS tools for AI</b> 10H</p> <ul style="list-style-type: none"> <li>Math and computer science tools for AI foundations</li> </ul>	<p><b>Advanced ML and Computer vision</b> 20H</p> <ul style="list-style-type: none"> <li>Acquire a bird-eye view of advanced machine learning architectures, with a focus on Computer vision applications.</li> </ul> <p><b>Natural language processing / AI for robotics</b> 20H</p> <ul style="list-style-type: none"> <li>Learn about two main case application of Machine learning in business: Natural Language Processing and Robotics.</li> </ul> <p><b>AI Application 1</b> 25H</p> <ul style="list-style-type: none"> <li>Management/RH/ Renewable Energies/ Marketing/Digital Transformation/ Education/ Cybersecurity/ Agriculture</li> </ul> <p><b>AI Application 2</b> 25H</p>	<p><b>Introduction to AI Governance</b> 4H</p> <ul style="list-style-type: none"> <li>Introduce AI and the importance of appropriate Governance skills for innovative leaders covering trustworthy AI, data management, reglementation and ethics.</li> </ul> <p><b>AI &amp; Data Management</b> 30H</p> <ul style="list-style-type: none"> <li>Gain insights with regards to the best practices in data management for a seamless AI system deployment (Cloud, Data Center, embedded AI...).</li> </ul> <p><b>AI &amp; Data Reglementation</b> 26H</p> <ul style="list-style-type: none"> <li>Learn about reglementation that corporations and governments should follow in order to responsibly design and deploy data-sourced AI systems.</li> </ul> <p><b>AI &amp; Data Ethics</b> 30H</p> <ul style="list-style-type: none"> <li>Develop the tools and skills to deploy ethical AI and manage the diverse impacts of this technology on your organization and the society.</li> </ul>	<p><b>Strategies for AI:</b> 30H</p> <ul style="list-style-type: none"> <li>AI genesis and history</li> <li>Value Chain for AI</li> <li>Links to organizational models, shared services and processes</li> <li>Core and supporting AI strategies</li> </ul> <p><b>AI project management :</b> 30H</p> <ul style="list-style-type: none"> <li>Analytics project lifecycle</li> <li>Specificities of an AI project and related risks</li> <li>Upstream and downstream integration</li> </ul> <p><b>Change Management for AI:</b> 30H</p> <ul style="list-style-type: none"> <li>Develop skills to implement organizational change with key stakeholders fostering an organizational learning culture that embraces AI transformation.</li> <li>Apply conceptual frameworks, models and analytics that support integrating AI transformation in business strategy.</li> </ul>

\* Management / RH / Renewable Energies / Marketing / Digital Transformation / Education / Cybersecurity/ Agriculture

# LEARNING METHODOLOGY



Courses



Simulations



Workshops



Team projects



Quizzes



Conferences



# AI FOR YOUR TEEN



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

Bring your teen (10-14 Yo) on board for tailored 90 min workshops to understand, imagine and create AI systems !





**FOR MORE INFORMATION**

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**<https://aim.um6p.ma/en/home>**

