



BAYES
BUSINESS SCHOOL
CITY ST GEORGE'S
UNIVERSITY OF LONDON

Leading AI and Industry 4.0

Lead through the complexities of AI
with confidence

Key information

Online programme

Fee
£1,200 (no VAT is charged)

Duration
Five-week programme, including orientation
25-30 hours total, included live weekly
webinars and 4-5 hours self-paced study
per week

Dates

Programme dates available at:
[baves.city.ac.uk/study/executive-education/
open-programmes](https://baves.city.ac.uk/study/executive-education/open-programmes)



Find out more

Programme overview

This programme focuses on the emerging leadership skills, competencies and knowledge that are required to thrive in Industry 4.0 which is driven by AI-based systems.

- Explores the leadership implications of AI and Industry 4.0 across different sectors.
- Helps participants understand key macroeconomic trends and their potential significance.
- Defines the 'fourth industrial revolution' or 'Industry 4.0' as a rapid, once-in-a-generation change in the industrial economy.
- Discusses how these technologies create new, increasingly personalised experiences for managers, employees, owners, and consumers.
- Highlights how AI, robotic technologies, and automated processes fuel a new era of productivity.
- Emphasises how the boundaries between the physical and digital environments are becoming increasingly blurred.

Who is the programme for?

This programme is for those in leadership positions who want to understand more about the opportunities and challenges that AI brings, and what these changes mean for their own roles.

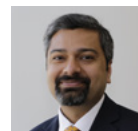
You may be a team leader looking to improve productivity, an operations manager seeking to understand compliance issues from AI, or an entrepreneur looking to use generative AI in marketing.

This programme offers a non-technical, practical case-based understanding of the deployment of AI solutions that leaders can customise to their own context. No prior knowledge of AI is required to join the programme.

Programme benefits

- Learn about the impact and potential of generative AI for businesses and the conditions needed to harness opportunities.
- Understand how to develop effective innovation strategies for organisations.
- Learn about the economic implications for automation and the considerations for businesses.
- Understand the complexities involved in navigating the accompanying ethical and social issues of generative AI.
- Develop an understanding of the implications of AI for leadership and create a personal leadership agenda.

World class faculty led by



Dr Aneesh Banerjee is a Reader in Management at Bayes Business School. His award-winning research

focuses on various types of technology adoption – from ERP to Automation and AI – in several industries such as high-tech, software, healthcare, fintech, and cultural & creative industries. His most recent research focuses on the perceptions and values associated with AI tools among different stakeholders within complex systems.

His research has been recognised by the Academy of Management (AoM) and International Society for Professional Innovation Management (ISPIM). Aneesh has received multiple teaching awards, including City Icons Award, The Chancellor's Award, and the Bayes Business School Learning and Teaching Award. He began his career at Accenture and SAP AG, advising leading firms like IKEA, Colgate and Shell on innovation strategy. He co-authored the Amazon best-seller 'The Resilient Decision Maker: Navigating Challenges in Business and Life'.

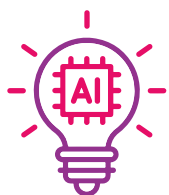
An experience in the heart of global business

Learn with the people shaping markets and leading new trends. Our programmes are designed with active, collaborative working in mind, channelling London's position as one of the world's great business centres and a hub of creativity and innovation.



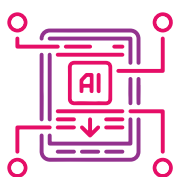
Focus and structure

This online programme is structured around industry cases and the following core topics.



TOPIC 1: **Generative AI and Innovation**

In this first topic our focus will be on establishing the foundational concepts of AI, tracing its evolution, and exploring the AI value chain. We will examine the strategic positioning of AI, recognising its value as a catalyst for innovation, efficiency and competitive advantage within organisations. Furthermore, we will explore how leaders can harness AI technologies to drive organisational growth, foster innovation and enhance decision-making processes.



TOPIC 2: **Generative AI and Data**

We will continue to explore the evolving dynamics of collaboration between humans and artificial intelligence and discuss the pivotal role of data as the cornerstone for AI effectiveness. We will consider the essential role of leaders in fostering robust data pipelines within their organisations, paving the way for enhanced AI readiness and success.



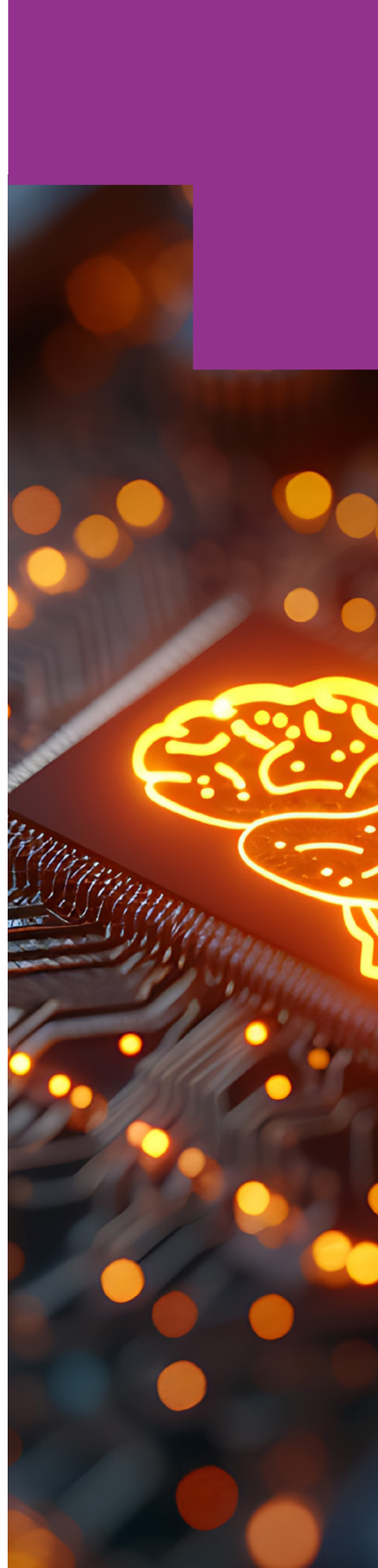
TOPIC 3: **Trends in Automation**

Here we will explore the strategic alignment of AI and automation investments with business growth strategies, focusing on the practical approaches adopted by effective leaders. We will delve into their strategies for navigating potential pitfalls and implementing AI and machine learning transformations. Additionally, we will examine the standard lifecycle model for AI and machine learning technologies, providing insights into the journey from inception to implementation.



TOPIC 4: **Leadership Impact**


In this final topic we focus on the capabilities necessary for enabling AI within organisations. We will also examine the role of leadership in fostering a value-driven culture that supports technological innovation. By understanding these key elements, you will gain insights into how to effectively integrate AI and drive impactful change in your organisation.




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All the information contained within this brochure was correct at the time of going to print.

City St George's, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.

