



**Virtual interactive training course**  
**AI: ARTIFICIAL INTELLIGENCE**  
**ORGANISATION SHEET**

**Course information**

This course, developed by the HEC Liège Luxembourg in support of the Luxembourg House of Financial Technology, is a hands-on opportunity to develop effective AI strategies and manage AI strategies within organisations. Offering concrete insights into the challenges and opportunities associated with AI adoption and organisational change, you will understand the transformative potential of AI in marketing, customer analytics, finance, and the future of work. You will also explore ethical considerations, responsible practices, as well as analytical and critical thinking. You will explore how AI can drive innovation, enhance decision-making, and create value for organisations.

Upon successful completion of this course, participants will be able to:

- Strategic thinking and management of AI: Participants will be equipped with the knowledge and skills to develop effective AI strategies and manage AI initiatives within organisations. They will understand the challenges and opportunities associated with AI adoption and organisational change.
- Awareness of AI's impact and potential: Participants will have insights into the impact, challenges, and opportunities presented by AI technologies. They will understand the transformative potential of AI in areas such as generative AI, marketing and customer analytics, finance, and the future of work.
- Application of AI throughout an organisation: Participants will be familiar with the practical applications of AI in an organisation, including marketing, customer analytics, and finance. They will understand how AI can drive innovation, enhance decision-making processes, and create value for organisations.
- Analytical and critical thinking skills: Participants will develop analytical and critical thinking abilities to evaluate AI technologies, assess their potential impacts, and identify suitable opportunities for their implementation within different industries and sectors.
- After learning AI tools, you gain valuable exposure to real-world applications, enabling you to tackle complex problems, automate tasks, and make data-driven decisions with confidence.
- Ethical considerations in AI: Participants will have a strong understanding of the ethical implications and responsible practices in AI development and deployment. They will be able to identify and address potential biases, fairness issues, and social impacts associated with AI projects.

**HEC Liège Luxembourg**

HEC Liège has close connections with Luxembourg which currently hosts 1,300 of their active alumni. HEC Liège felt this made Luxembourg a natural home for a Business School and the place to offer an International MBA and other Executive Educational programmes.

HEC Liège Luxembourg, like the House of Training / ATTF, is located at the Chamber of Commerce in Luxembourg, in the Financial and European District, and proposes new high-level programmes focused on attracting and developing worldwide talent for the local and international job markets.

**Methodology**

Twelve three hours sessions of training with study work between the scheduled dates.

This training is organised in collaboration with the HEC Liège Luxembourg

and provided with the support of





**Target audience**

AI is appearing in all avenues of both our day-to-day and professional lives. This course is designed to give professionals and enthusiasts a deeper understanding of the growing deployment of AI in business and how to implement change within your organisation to stay ahead of the curve.

**Admission conditions**

Bac+3 OR 3 years of professional experience (to be specified in the application form)

**Expert**

Mr **Fateh Amroune**, Head of Innovation, Deloitte Luxembourg.  
Fateh joined Deloitte in June 2019 as a Director, where he currently leads both the firm innovation and the digital transformation of the Tax department. Fateh has over 20 years of experience in digital product and digital transformation, he has an extensive experience in building and transforming businesses by the introduction and setup of new organisations, processes, and technologies. He helped startups and large companies to accelerate their digital transformation in France, UK, and the Netherlands. He holds a degree in Strategy and Innovation from Oxford Saïd Business School.

**Language**

A good command of English is required.

**Duration, Dates & Time**

This course will last 36 hours, divided in twelve sessions of three hours each that take place from 18.30 to 21.30 Luxembourg time (CEST or CET; please check if the end of Daylight-Saving Time in Luxembourg in the last weekend of October will affect your schedule) on the following dates:

- Wednesday 18 September 2024
- Wednesday 25 September 2024
- Wednesday 2 October 2024
- Wednesday 9 October 2024
- Wednesday 16 October 2024
- **Monday** 21 October 2024
- Wednesday 30 October 2024
- Wednesday 13 November 2024
- Wednesday 27 November 2024
- Wednesday 4 December 2024
- Wednesday 11 December 2024
- **Friday** 17 January 2025

Participation in all sessions is mandatory.

The course will take place live in a classroom at the Chamber of Commerce in Luxembourg and will be broadcast to the online attending participants from there.

**Disclaimer**

By delivery date, any training documentation shall be subject to regular reviews and updates amending the table of content as described in the course description linked above.