

Learning outcomes

By the end of the course, students will be able to:

- a) Effectively lead the development and implementation of sustainable business strategies that align with Environmental, Social, and Governance (ESG) principles
- b) Confidently manage the process of digital transformation within an organization, ensuring the successful adoption of innovative technologies and fostering a culture of innovation
- c) Strategically mitigate financial risks using advanced financial models and frameworks, ensuring that businesses remain resilient in volatile global markets
- d) Utilize AI-driven strategies to enhance business operations, streamline processes, and improve decision-making, aligning AI initiatives with the overall business strategy (AI-Powered Business Transformation).
- e) Leverage AI to develop marketing strategies that offer personalized consumer experiences, gathering insights through data analytics to drive customer engagement (AI-Driven Marketing and Consumer Insights).
- f) Ensure ethical governance in AI applications, understanding the complexities of aligning AI use with ethical standards and legal frameworks to avoid risks and biases (Ethical AI and Governance in Business).
- g) Conduct independent research using both quantitative and qualitative research methods to address complex business challenges and contribute original insights to the field.
- h) Develop a comprehensive dissertation that applies advanced research skills to investigate and solve a significant business problem, contributing to the existing body of knowledge