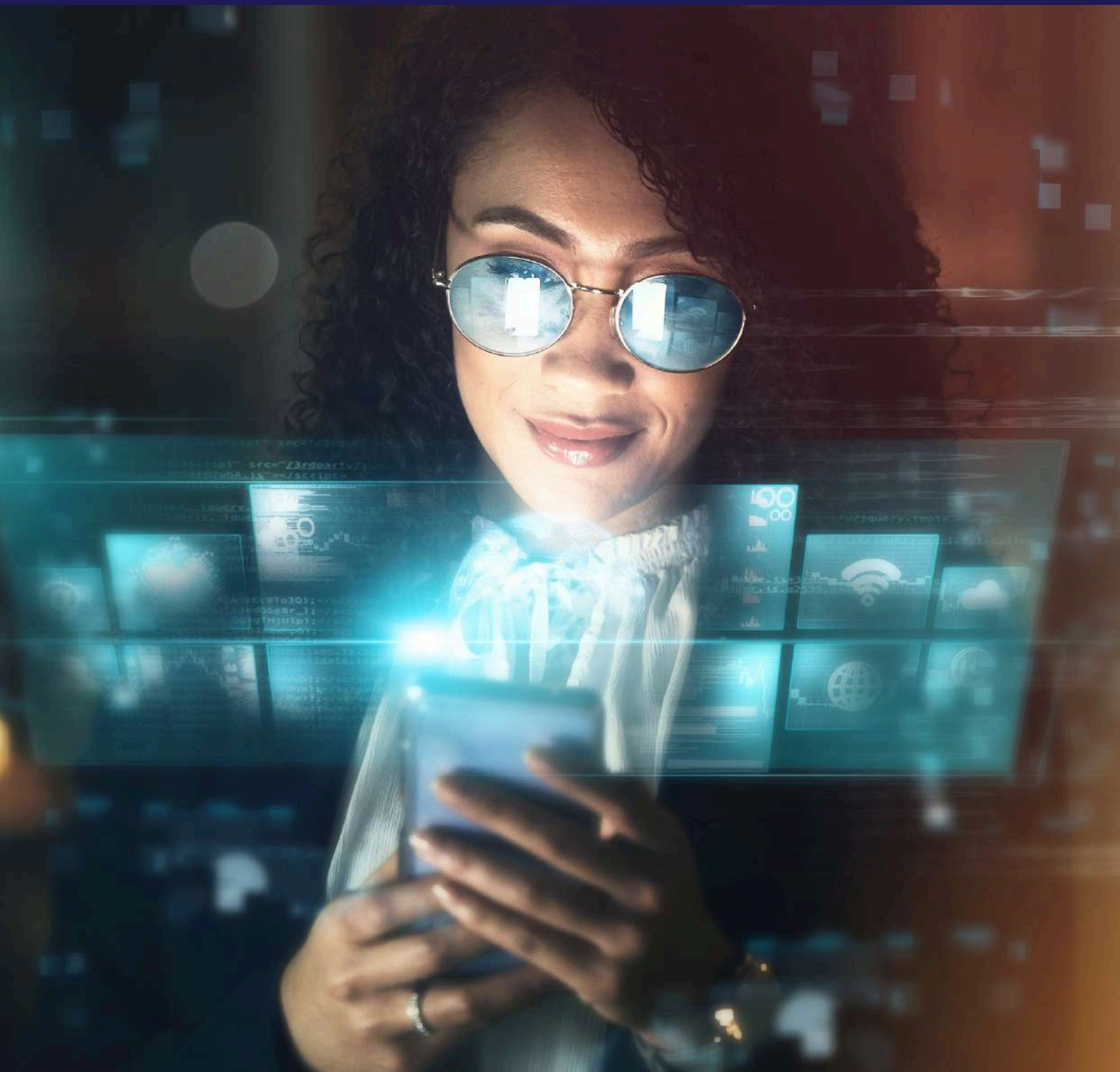


# IMPERIAL

Executive Education

## AI for Business Transformation: Generative AI, Agentic AI and Beyond

Harness AI to drive business transformation



# Leverage AI as a strategic asset

As AI becomes a critical imperative for most enterprises globally, organisations are seeking executives who can incorporate it into their leadership to amplify their impact and achieve business goals. This requires next-generation executives to understand AI's technical aspects and strategically integrate it to drive organisational success. However, there is a shortage of leaders with credible understanding of AI tools and platforms, leading to a massive gap in harnessing the potential of AI.

To bridge this gap, Imperial Executive Education has designed the **AI for Business Transformation: Generative AI, Agentic AI and Beyond** programme. This six-week online programme views AI not just as an automation tool but as a strategic enabler that helps participants redefine business operations, develop innovation capabilities and secure their professional growth in an AI-centric world.

Both technical as well as non-technical professionals who enrol in this programme will gain a comprehensive understanding of AI, including its foundational principles, its practical applications and the strategic management capabilities that it lends to leaders. The curriculum emphasises practical experiences with generative AI tools, systematic experimentation and equipping participants with the ability to apply AI solutions to complex business challenges. The programme also includes live sessions on agentic AI, offering insight into the next wave of AI capabilities and their role in long-term organisational transformation. You will learn from a curriculum that is expertly delivered through video lectures, live office hours, capstone projects and exclusive industry examples.

73%

organisations are prioritising AI over other digital investments for improving operational resilience.

Source: Accenture

1/3<sup>rd</sup>

of all European organisations adopted artificial intelligence (AI) technologies in 2023.

Source: World Economic Forum

# Learning outcomes

By the end of the programme, you will be able to:

- Evaluate the foundational principles of AI, and summarise its current state and advancements, demonstrating an understanding of its concepts.
- Assess the potential and pitfalls of AI to make informed business decisions.
- Evaluate the effectiveness of genAI strategies in recruitment and interviewing.
- Identify opportunities for innovation by generating business ideas with genAI tools.
- Design and optimise AI-driven solutions using generative tools for practical business scenarios.
- Analyse ethical dilemmas and regulatory hurdles of AI in business environments.
- Design innovative business strategies that leverage AI for growth and competitive advantage.
- Use creative thinking and systematic experimentation to drive strategic and visionary outcomes while fostering a culture of creativity and continuous improvement.

## AI for Business Transformation: Generative AI, Agentic AI and Beyond with Imperial Executive Education

The **AI for Business Transformation: Generative AI, Agentic AI and Beyond** programme has been meticulously designed with a balanced approach to teaching, hands-on coursework and training, reflecting the values upheld by Imperial Executive Education across all its offerings. You will learn from professor Christopher Tucci, who brings over 25 years of experience to the programme and specialises in deep tech acceleration, design thinking, digital strategy and innovation management.

As part of Imperial College London, one of the top ten universities worldwide, Imperial College Business School drives global business and social transformation through the fusion of business, technology and an entrepreneurial mindset. We attract brilliant minds and provide the environment to foster innovative thinking, resulting in groundbreaking ideas that unlock business opportunities.



With emerging technologies like artificial intelligence reshaping the global business landscape, fostering a culture of continuous improvement has become an imperative for leaders. They need to have skills that can help them drive meaningful transformation and sustainable growth within their organisations. The AI for Business Transformation: Generative AI and Beyond programme empowers participants to do that by letting them discover new opportunities for innovation. The programme's ultimate goal is to equip leaders with the skills to harness the full potential of AI and genAI tools, enabling them to become better leaders of their industry.

– **Christopher L Tucci**  
**Professor of Digital Strategy and Innovation,**  
**Imperial College Business School**



# Who is this programme for?

The **AI for Business Transformation: Generative AI, Agentic AI and Beyond** programme is ideal for both technical and non-technical professionals looking to leverage AI for enhanced decision-making and leadership. This programme is suitable for:

**Executive leaders** including founders and other C-suite leaders, such as COOs, CMOs and CHROs, aspiring to harness AI for strategic innovation and business scaling

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**Innovation and strategy leaders** including chief innovation officers and operations directors, looking to integrate AI to optimise processes and improve efficiency

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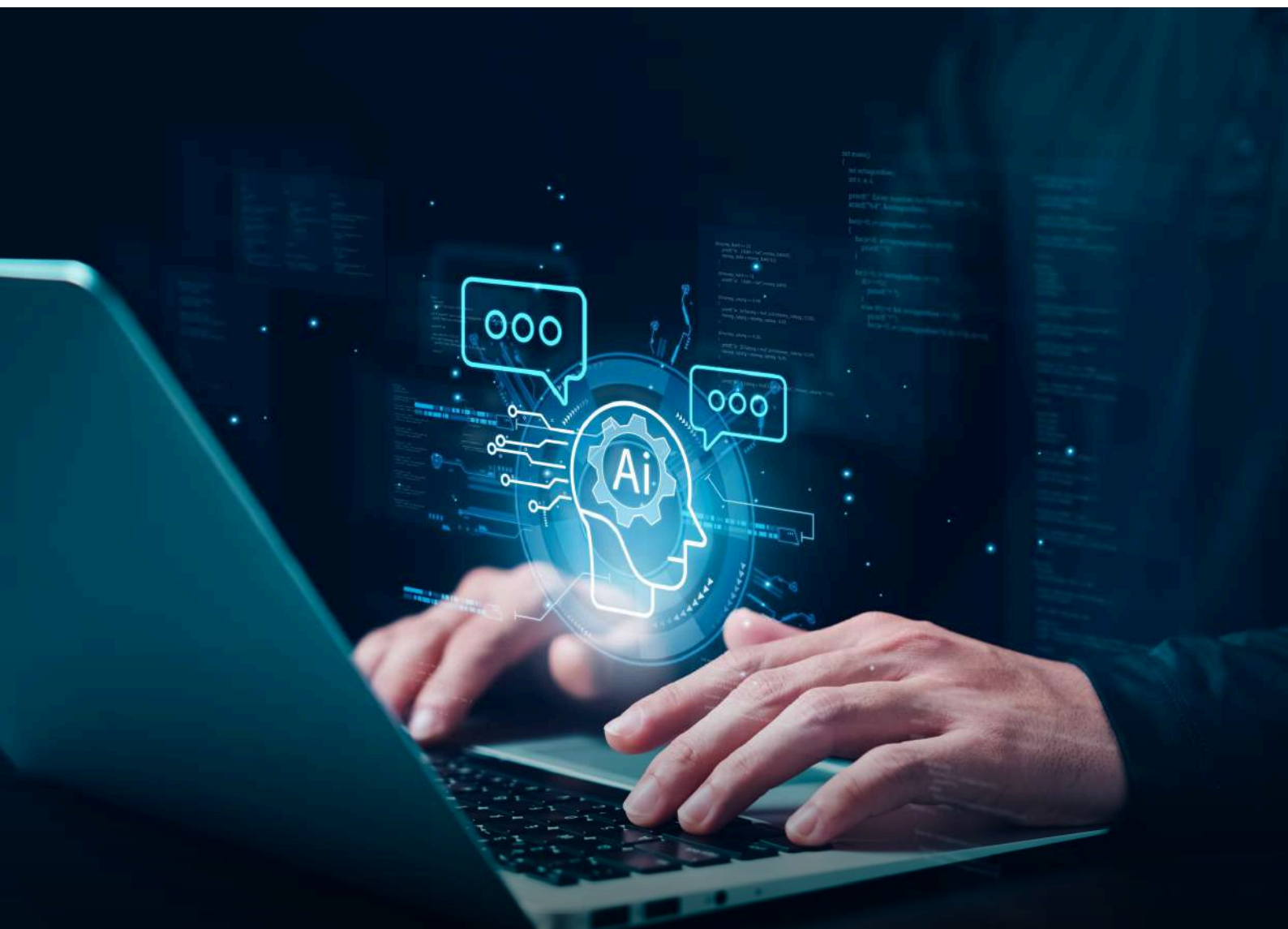
**Functional leaders** like marketing managers and sales managers aiming to leverage AI for customer insights, personalised marketing and engagement

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**Talent management** including VPs and HR managers, seeking to implement AI for talent acquisition, development and engagement

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**Partners** at consulting firms and directors of business transformation looking to develop AI strategies for guiding clients through digital transformations



# Programme highlights



## **Immersive session**

Engage with industry experts through an immersive session that provides insights into the latest advancements in AI and its applications in business.

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## **Peer learning**

Engage in live sessions and discussion boards to network with and gain inspiration from a cohort of global peers.

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## **Cutting-edge content**

Learn from a cutting-edge curriculum that incorporates insights from renowned faculty members and industry examples that enrich the learning experience.

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## **Case studies and industry examples**

Learn from real-world case studies and industry examples to navigate the complexities of AI implementation and the strategic benefits it can offer.

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## **Capstone projects**

The capstone projects enable participants to apply their learning to real-world business challenges, demonstrating their ability to innovate and drive efficiency using AI.

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## **Weekly office hours**

Receive personalised guidance and support during weekly office hours with the learning facilitator who will address your specific challenges.

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## **The Durable Skills Advantage Framework**

The programme uses the creativity principle of this framework to bridge the gap between technical AI knowledge and essential management skills.

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## **Live online sessions on agentic AI**

Engage in live sessions exploring how autonomous AI agents can enhance processes and drive long-term organisational transformation.

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## **Continuous programme access**

Receive access to videos and learning materials for up to 12 months from the programme start date.

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## **Certificate of completion**

Distinguish yourself with a certificate from Imperial Executive Education, a globally ranked university and leader in innovative thinking.

# Programme curriculum

The **AI for Business Transformation: Generative AI, Agentic AI and Beyond** programme equips you with the knowledge and skills to harness AI for business solutions, process optimisation and innovation. Through this comprehensive curriculum, you will explore AI fundamentals, genAI tools and their practical applications in business. This programme also encompasses hands-on modules for practical learning and opportunities for interactive engagement and strategic thinking.

## Curriculum

## Learning objectives

### Module 1: Fundamentals of AI in Business

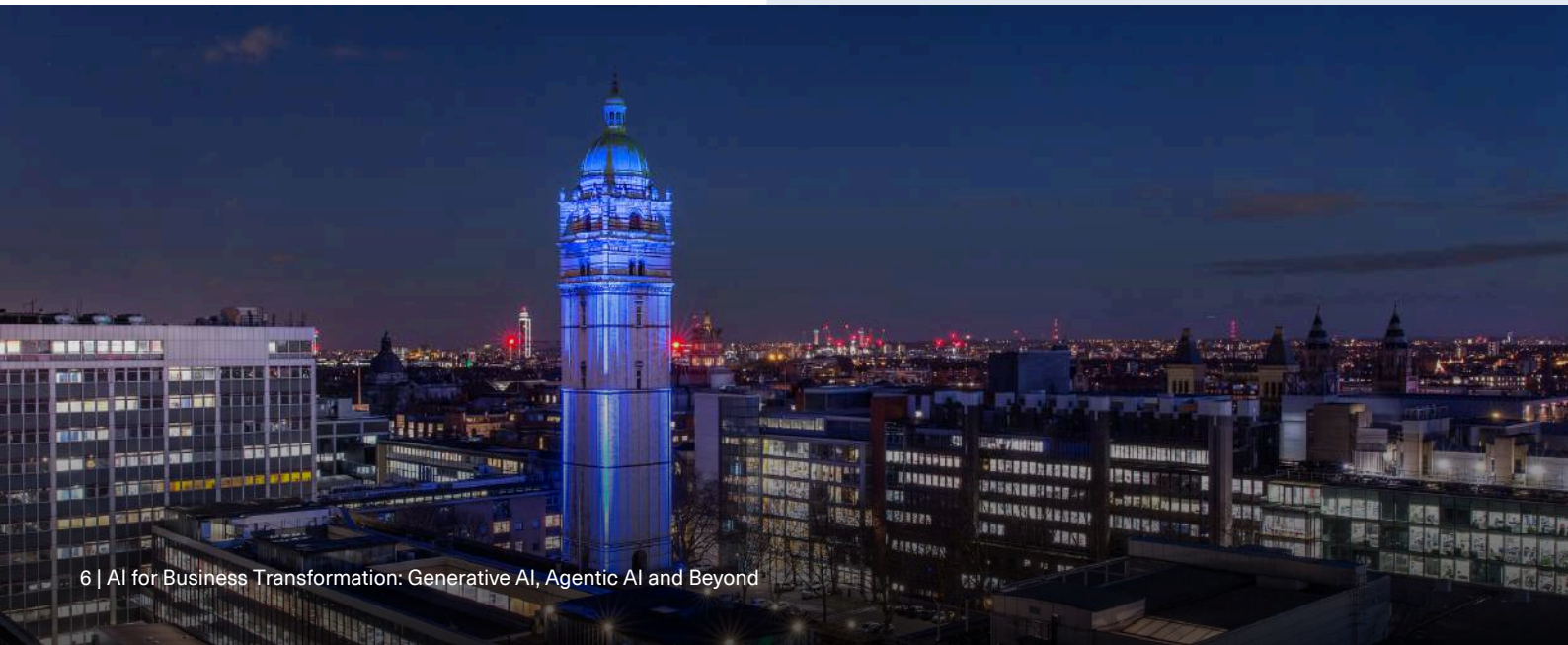
- Analyse foundational AI concepts by discussing personal AI experiences.
- Evaluate LLM outputs by using different models, responding to prompts and reflecting critically on the results.
- Create AI-generated visuals with specific tools, and then discuss prompt effectiveness and appropriateness.
- Apply AI concepts to business by outlining strategic AI integrations.

### Module 2: Generative AI Tools and Prompt Engineering

- Implement the 'tree of thought' prompting technique to solve various problem scenarios, and evaluate its effectiveness in different contexts.
- Apply and test different prompting techniques in various problem scenarios to determine their suitability and optimise their use for specific needs.
- Design and leverage customised prompting techniques to address and solve specific business problems.
- Design and optimise AI-driven solutions using generative tools for practical business scenarios.

### Module 3: Automating Workflows with Generative AI

- Evaluate the effectiveness of genAI strategies in recruitment and interviewing.
- Identify and plan the automation of specific parts of a recruitment process using genAI strategies.
- Develop AI solutions to enhance and integrate into business workflows, demonstrating practical automation benefits.



#### Module 4: Innovation and Competitive Advantage through Generative AI

- Evaluate the competitive advantage of business concepts based on strategic criteria.
- Identify opportunities for innovation by generating business ideas with a genAI tool
- Discuss examples of AI or genAI applications in business to understand their impact and implementation challenges.
- Apply an iterative process to test and refine business ideas, using feedback to enhance the original concept.
- Develop and assess AI-driven proposals for market innovation and competitive advantage.

#### Module 5: Managing Organisational Impacts and Strategic Integration

- Identify and discuss how AI can influence and enhance the innovation process within an organisation.
- Evaluate AI-related project ideas using the How-Now-Wow matrix based on feasibility and impact.
- Analyse stakeholders for AI initiatives, and develop an engagement plan.
- Formulate strategic AI implementation plans that align with organisational change management.

#### Module 6: Ethical Considerations and Risk Management in AI

- Identify biases in AI, explain their sources and impacts, and suggest mitigation strategies.
- Summarise AI regulations, and reflect on their impact.
- Analyse AI risks in a case study, and summarise risk management strategies.
- Evaluate the ethical implications and potential risks associated with the AI solution.

## Agentic AI live online sessions

The programme incorporates interactive live online sessions focused on agentic AI, enabling you to explore how autonomous, goal-driven AI systems can support end-to-end business processes. Through guided discussions and expert-led insights, these sessions deepen your understanding of how agent-based AI technologies may shape future workflows, innovation pathways and strategic integration. The sessions also address governance and risk considerations as well as practical approaches to integrating agentic AI into existing teams and workflows.

Note: Session topics are indicative and are subject to change.



# Capstone Projects

The capstone projects are designed based on the Durable Skills Advantage Framework to equip you with essential skills in creative and visionary thinking, practical AI application, strategic planning and ethical risk management.

Each module will have a short capstone project, in which you will:

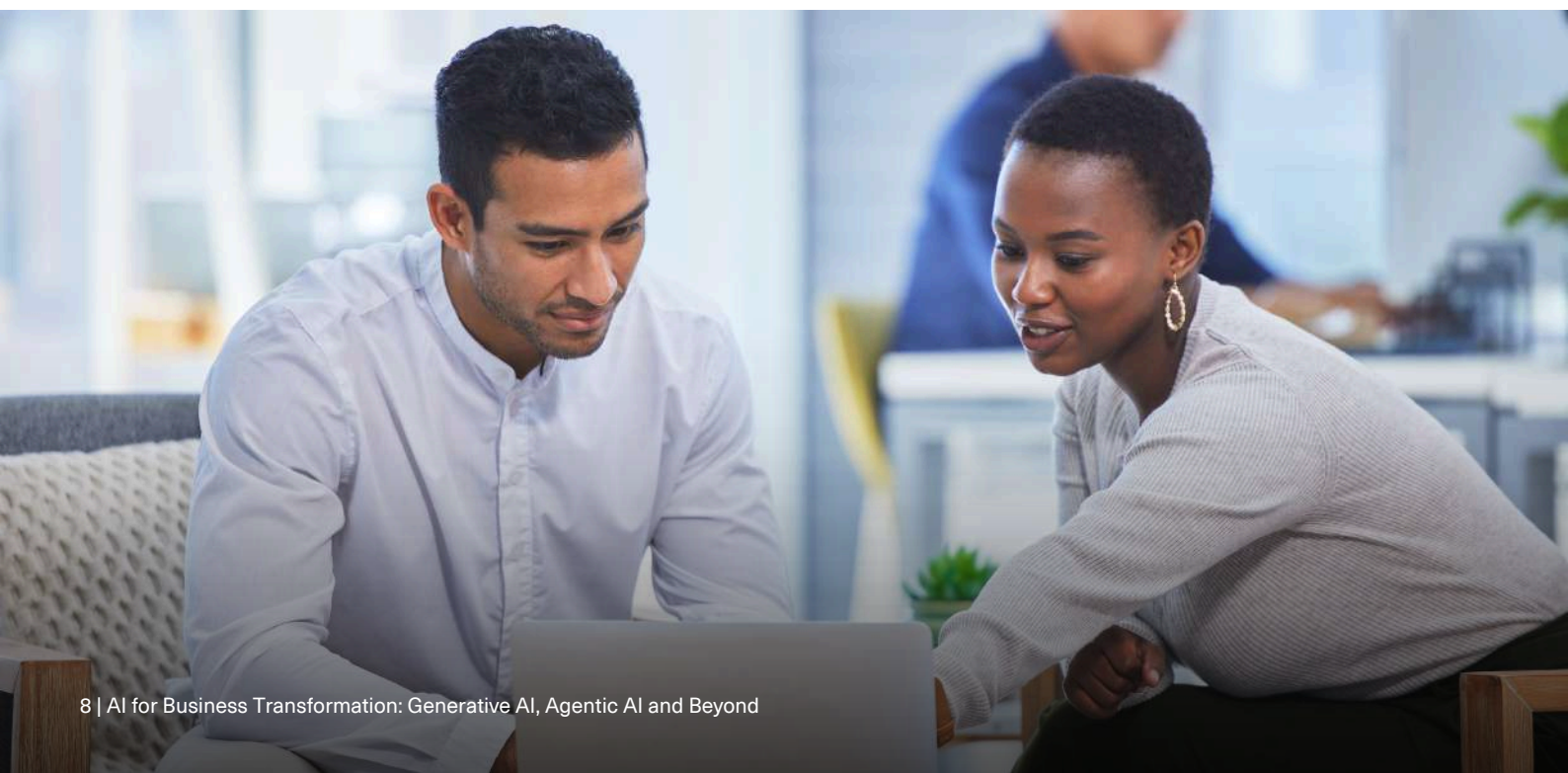
- Evaluate and articulate business problems for AI application, using foundational AI principles.
- Design and optimise AI-driven solutions using generative tools for practical business scenarios.
- Develop AI solutions to enhance and integrate into business workflows, demonstrating practical automation benefits.
- Develop and assess AI-driven proposals for market innovation and competitive advantage.
- Apply a risk assessment framework to an AI-related project idea, identifying potential risks and developing mitigation strategies.

At the end of the 6-week capstone series, participants will have developed a comprehensive, AI-driven business solution tailored to a specific industry problem. This journey equips participants with critical skills, positioning them to drive innovation and competitive advantage within their organisations.

## The Durable Skills Advantage Framework

The [Durable Skills Advantage Framework](#) highlights essential transferable skills, including communication, leadership, metacognition, critical thinking, creativity, collaboration, character, growth mindset, fortitude and mindfulness. These skills are critical for career success and hold value and relevance throughout a career, regardless of how technologies, business models or industries evolve. The framework aims to address the gap in training and certification for these skills, providing a standard that global employers recognise.

The programme's learning modules and capstone projects are structured around the 'creativity' principle of this framework. This principle encourages learners to think creatively about leadership and AI and apply it to different scenarios, enabling participants to think outside the box and promoting a well-rounded and impactful learning experience.



# Programme faculty



## **Christopher L Tucci**

Professor of Digital Strategy and Innovation,  
Imperial College Business School

Christopher L. Tucci, Co-Director (Education) for I-X, Imperial's new campus concept centred on AI/ML, data and digital technologies, serves as the Academic Director of the Centre for Digital Transformation at Imperial College Business School. Professor Tucci specialises in deep tech acceleration, design thinking, digital strategy and innovation management. His research focuses on how organisations transition to new business models, technologies and organisational forms, as well as crowdsourcing, internetworking and digital innovations.



## **Islem Rekik**

Associate Professor, Imperial College  
London (Innovation Hub I-X)

Islem Rekik is the Director of the Brain and Signal Research and Analysis (BASIRA) laboratory. She has led over 90 pioneering research projects at the intersection of AI and healthcare, with a particular emphasis on brain imaging and neuroscience. She is actively involved in the academic community, co-chairing and organising more than 20 international conferences, workshops and competitions, including Affordable AI, Predictive AI and Machine Learning in Medical Imaging.



# The Imperial advantage

# #1

QS World University  
Rankings – 2025  
(Europe)

# #1

Daily Mail  
University Guide –  
2024 (UK)

# #2

The Complete  
University Guide –  
2025 (London)

# #2

The Guardian  
University Guide –  
2024 (London)

# #3

Times Higher  
Education World  
University Rankings –  
2024 (Europe)

# #4

US News Best  
Global Universities  
2022-2023 (Europe)





Upon completion of the programme, participants will be awarded a verified digital certificate of participation by Imperial Executive Education.

Imperial Executive Education is collaborating with online education provider Emeritus to offer online programmes. This allows us to broaden access in a collaborative and innovative format that stays true to our distinctive methods of learning, content and outstanding quality.



## Programme details



6 weeks, online

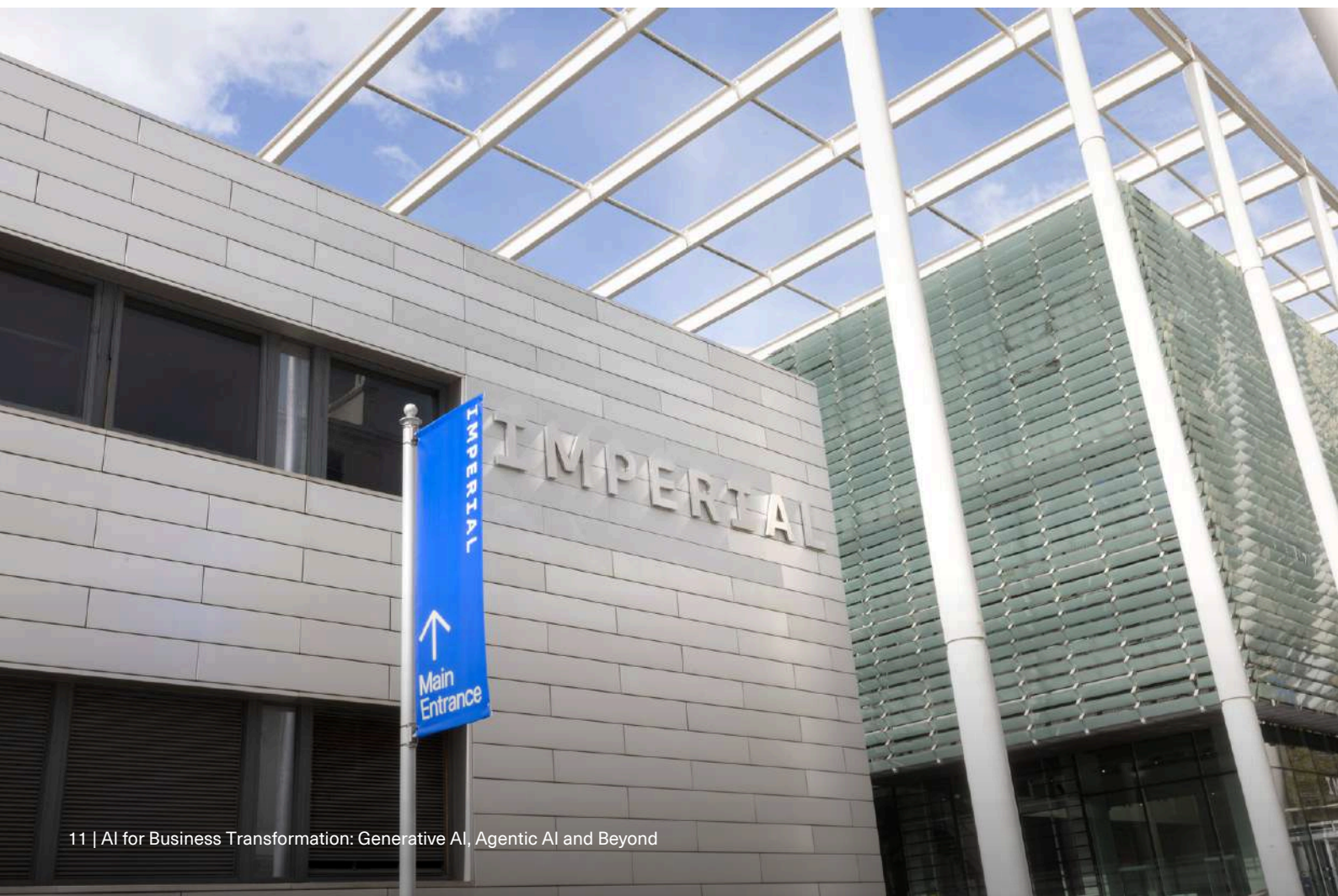


4–6 hours per week



£1,650

Flexible payment options are available.



Prospective participants with questions about the programme are encouraged to contact Emeritus for further information.

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