

AGSM Global Network Week October 2024

AI Strategy

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This course will be delivered in face-to-face format, at AGSM's Kensington campus and a number of offsite locations, including a Bondi Beach venue.

Brief description

In today's dynamic business environment, artificial intelligence (AI) is a transformative force that leaders must adeptly navigate. AI's far-reaching impact on industries and society requires a strategic and informed approach to effectively harness its potential. This course provides a comprehensive framework for understanding and implementing AI strategies within various organisational contexts.

Participants will explore the complexities of AI and its implications for business innovation and transformation. The course covers essential topics such as big data, machine learning and the organisational impact of AI adoption. Additionally, the course delves into the critical ethical considerations necessary for responsible AI practice. By combining theoretical knowledge with practical experiences, students will develop the skills needed to address complex business challenges and devise robust AI strategies that generate sustainable value.

The course includes various excursions, providing unique, hands-on learning opportunities. Students will visit a leading quantum computing lab to discuss advancements in computing power and its implications for AI and business. Another excursion will take students to a premier consulting firm, where senior leaders will discuss formalising, socialising, and executing AI strategies and practical use cases, culminating in a demonstration of cutting-edge AI tools. Additionally, an immersive experience at a prominent financial institution will offer insights into responsible AI deployment, including a group activity focused on building AI tools and an in-depth discussion of AI at scale (in business) and ethical implications.

Course aim

The aim of this course is to develop students' ability to understand and apply AI strategies within various impact-driven (business) contexts. Students will gain insights into the technological, organisational, and ethical dimensions of AI, enhancing their ability to drive innovation and sustainable value creation in a rapidly evolving digital landscape.

Content outline

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The course will cover the following topic areas:

- 1. Introduction to AI and its organisational impact.** This section will introduce students to the contemporary business environment with a focus on AI and its transformative impact on organisations. Participants will gain an overview of AI technologies and their evolution, examining how AI drives business innovation and transformation. Keynote sessions and practical insights will provide a foundation for understanding the strategic importance of AI in today's digital landscape.
- 2. Fundamentals of big data and AI adoption.** In this segment, students will delve into the fundamentals of big data, machine learning, and the organisational implications of AI adoption. The sessions will cover the essentials of big data analytics and the ways in which AI can be integrated into organisational structures. Sessions will explore the workforce implications of AI, preparing students to manage the transition and leverage AI for operational efficiency and strategic advantage.
- 3. Formalising and executing AI strategies.** This component focuses on the processes of formalising, socialising, and executing AI strategies within organisations. Through guidance from industry experts, students will learn about business transformation, digital strategy, leadership in AI strategy, and sustainable value creation. Practical use cases and demonstrations of AI tools will provide students with a robust understanding of how to implement AI strategies effectively.
- 4. Scaling AI and realising value.** Students will explore the challenges and opportunities associated with scaling AI initiatives across business units. This phase includes an immersive experience at a leading financial institution, where participants will gain insights into consistent AI value realisation. Discussions will cover the importance of maintaining ethical standards and responsible AI practices as organisations scale their AI capabilities.
- 5. Ethical considerations and responsible AI.** This segment addresses the critical ethical considerations necessary for responsible AI deployment. Students will engage in discussions on the ethical implications of AI, exploring frameworks and practices that ensure AI is used in a manner that is fair, transparent and accountable. This segment emphasises the importance of developing and committing to responsible AI practices underpinned by ethical considerations and sustainability principles.
- 6. Practical activities.** Throughout the course, students will engage in practical activities designed to reinforce their learning. These activities include an immersive excursion to a quantum computing lab, where students will discuss advancements in computing power and its implications for AI. Additionally, students will participate in competitive activities focused on building AI tools, enhancing their practical skills and understanding of AI applications. The course will culminate with assessments that allow students to demonstrate their understanding and application of AI strategies, preparing them to lead their organisations through the complexities of AI integration.



Course delivery

Monday through Thursday of the Global Network Week (GNW), the course delivery will feature (a) some moderate daily preparation work on your side; (b) guest talks by, and/or panel debates with practitioners and experts in the respective topic area; (c) site visits and case studies; as well as (d) conceptual input from the course facilitator.

On Friday, student groups will share their collective learnings, insights, and practical takeaways from the course and complete a final presentation; you will need to schedule in some time for self-led group meetings throughout the week. The course facilitator is available for on-site group coaching sessions as required.

Lead faculty

Minnie Singh Murphy is a distinguished tertiary educator, and her extensive career includes senior roles within both the finance and consulting sectors, focusing on investment banking and consulting in Australia and the US. Minnie brings this rich industry experience to her role as a senior lecturer at AGSM, where she teaches Corporate Finance in the Executive MBA program.

Minnie holds a Bachelor of Commerce with Honors and a Master of Business Administration (MBA) from the University of Melbourne, further solidifying her academic foundation and expertise. She is also a Chartered Accountant (CA), adding a professional certification to her credentials. Beyond her academic duties, Minnie is an active member of the UNSW Business AI Lab and the AI Advisory Group. As the AGSM Nexus Fellow, she spearheads AI thought leadership and integrates AI into the AGSM curriculum, ensuring a globally ethical and socially responsible approach.

Minnie's leadership and experience promise a rich and engaging learning journey for all participants, preparing them to navigate and lead in the rapidly evolving digital landscape.

