



Smurfit Executive Development

UCD Michael Smurfit Graduate Business School

# PROFESSIONAL DIPLOMA IN ARTIFICIAL INTELLIGENCE AND BUSINESS ANALYTICS



EXECUTIVE  
EDUCATION  
2025 RANKING



IN IRELAND  
FOR OPEN ENROLMENT



GLOBALLY  
FOR OPEN ENROLMENT



GLOBALLY  
FOR CUSTOM PROGRAMMES

# PART-TIME EXECUTIVE PROGRAMME

## PROGRAMME DETAILS

### STRUCTURE

This programme is delivered over a series of 6 two-day workshops within a 10-month period. The structure has been designed to minimise interference with busy work schedules. 100% attendance is required.

### ASSESSMENTS AND WORKLOAD

Participants are assessed on a module-by-module basis through a variety of practical assignments. The emphasis throughout the programme is on the practical application of knowledge to benefit the participant, their team, and their organisation.

### ACCREDITATION

On successful completion of the programme, participants will be awarded the Professional Diploma in Artificial Intelligence & Business Analytics by UCD Smurfit Executive Development (30 ECTS at NFQ Level 9). This diploma forms part of the MSc in Business (Leadership and Management Practice) Pathway (see back page for more details).

## PROGRAMME OVERVIEW

As a manager or leader, you might be wondering what all the hype is about artificial intelligence (AI)? You might be trying to understand what AI really can and cannot do? You might be pondering how you can apply machine learning (ML) or analytics to your business? Perhaps Generative AI and Chat-GPT has caught your attention?

New digital technologies are rapidly changing the expectations of customers, employees, and other stakeholders. Though many of today's business leaders are neither technology experts nor digital natives, technology is critical to their ability to keep a business competitive and drive growth. You might be considering delegating these technology decisions to someone more technically savvy, and perhaps more numerate. This would be a mistake.

Today, no matter what industry you're in, as a business leader you need to grasp what it takes to transform your organisation to reap the full benefits of digital tools and data. And when we enter the realm of AI and analytics, there are also ethical and legal issues to consider that you need to be aware of.

The objective of this diploma is to provide participants with the knowledge, tools, and insights to demystify AI and business analytics and explore their application in their organisation. Real-world examples will be presented to demonstrate the capabilities, limitations, and opportunities provided by these technologies. Participants will discover how to leverage these to create a competitive edge for their business. They will learn how to anticipate trends and outcomes and make informed decisions. Importantly, participants will explore what it takes for success with AI and analytics by analysing cases across diverse industries and organisations.

### Module 1

#### Foundations in AI and Business Analytics

- Introduction to AI and business analytics?
- Addressing hype, myths, and realities.
- AI and business analytics in the wider context of Digital Innovation and Transformation.

### Module 2

#### How to leverage AI and Analytics

- What are the ingredients required to successfully leverage AI & Business Analytics.
- Augmenting existing business processes using AI and Business Analytics
- AI and its application in business

### Module 3

#### Demystifying Business Analytics Technology

- What business problems can be addressed with analytics?
- Demystifying the terminology and the tools
- Evaluating the performance of analytics technology.



## Who is it for?

- Managers seeking to learn about the opportunities afforded by AI and analytics.
- Managers looking to understand what it takes to adopt AI and analytics tools and techniques.
- Managers who are either responsible for, or aspire to, shape their organisation's AI and digital business strategy.
- Managers leading digital business transformation.
- Managers leverage AI and analytics to drive business value.

## Key Benefits

The broad objective of this diploma is to give participants the knowledge, tools, and insights to demystify AI and analytics and explore their application in their organisation.

Upon successful completion of the programme participants will be able to:

- Understand the language of AI, ML, and analytics.
- Recognise and analyse the capabilities and limitations of AI and analytics.
- Understand what AI projects look like in practice.
- Identify application areas and consider the different use cases for AI and analytics in your organisation.
- Align opportunities presented by AI and analytics to strategic objectives.
- Enhance competence in communicating about analytics and artificial intelligence.
- Leverage techniques for more effective storytelling and communication with data.
- Appreciate the capabilities organisations require to successfully leverage AI and analytics.
- Adopt evidence-based decision making and recognise cognitive biases that can impact on decision-making.
- Be able to evaluate whether to use AI and analytics and what tools might be appropriate.
- Understand ethical and regulatory considerations.

## FACULTY

Our dedicated team of faculty are widely recognised as skilled educators, ground-breaking researchers and accomplished authors. Through publishing, consulting and teaching they leverage their business expertise and field-based research to deliver programmes, encourage participants to develop new ways of thinking, widen their perspectives and to understand their own challenges and capabilities. The faculty present topics in a range of engaging methods such as 'action learning' projects, case studies, role plays, individual assessment and one on-one coaching, so as to deliver a unique and lasting learning experience.

## Smurfit Executive Development

As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience. We are one of an elite group of schools worldwide to hold triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM. UCD Smurfit Executive Development is a member of UNICON, an invitation-only alliance of the world's leading university[1]based executive education providers. UCD Smurfit Executive Development has been ranked 1st in Ireland, top 25 in the EU and 46th in the world for its Open Enrolment programmes according to the prestigious 2024 Financial Times Executive Education Rankings. By offering a world-class range of customised, diploma and open enrolment programmes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.

### Module 4

#### Demystifying Artificial Intelligence Technology

- What business problems can be addressed with AI?
- Demystifying the terminology and the tools
- Evaluating the performance of AI technology.

### Module 5

#### Ethics, Regulations and Managing Risk

- What are the risks associated with AI and analytics?
- Risk management with an emphasis on People, Governance, Culture and Technology.
- An ethical and regulatory perspective

### Module 6

#### What success looks like

- Real-world examples of the successful deployment of AI and analytics
- Real-world examples of challenges faced, drawn from areas such as Audit/Accounting, Customer Analytics, HR and People Analytics, Sports and Performance Analytics, Healthcare and Medtech, Energy, Transport, and Finance.

# APPLICATION INFORMATION

## Entry Requirements

Participants should hold a primary degree or equivalent professional qualification. Consideration will be given to applicants who do not hold a primary degree but their depth of industry and organisational experience qualifies them as suitable participants.

## Fees

The fee of €8,890 or €8,445 (UCD Business Alumni Discount) is a comprehensive cost that includes tuition, all course related materials, lunches, and refreshments while on campus. There are no additional overheads. We offer staged payments and there is no interest charged for choosing this option. Tax relief is also available on fees. For details visit [www.revenue.ie](http://www.revenue.ie)

## Application Procedure

A completed application form, digital photograph and copy of transcripts for all university-level degrees (if applicable and excluding those taken at UCD) are required. A telephone or personal interview with the Programme Director may form part of the admission process to help determine whether the programme is the most appropriate solution for the applicant.

## How to Apply

To apply for this programme, please contact a member of our team on +353 1 716 8889, email [exec.dev@ucd.ie](mailto:exec.dev@ucd.ie) or visit [www.smurfitschool.ie/executivedevelopment](http://www.smurfitschool.ie/executivedevelopment)

## Pathway to the MSc in Business (Leadership & Management Practice)

The Diploma in Artificial Intelligence & Business Analytics forms part of the MSc in Business (Leadership & Management Practice) Pathway. The Pathway framework is comprised of eleven diploma programmes. If participants successfully complete three of these twelve diplomas within a 5-year timeframe, they are awarded with the MSc in Business (Leadership and Management Practice).

The eleven diploma options available in the Masters pathway are as follows:

1. Professional Diploma in Business and Executive Coaching
2. Professional Diploma in Strategy Development and Innovation
3. Professional Diploma in Corporate Governance
4. Professional Diploma in High Performance Sales and Business Development
5. Professional Diploma in Leadership Development
6. Professional Diploma in Organisational Change and Transformation
7. Professional Diploma in Management Excellence
8. Professional Diploma in Digital Innovation and Transformation
9. Professional Diploma in Artificial Intelligence and Business Analytics
10. Professional Diploma in Business Finance
11. Professional Diploma in Aviation Finance

