

Belk College of Business Executive Programs

in collaboration with UNC Charlotte's School of Data Science

Leading with AI: Executive Training in Artificial Intelligence and Business Applications



Two intensive weekends | 8 in-person sessions | 24 contact hours

The Dubois Center at UNC Charlotte Center City

320 E. 9th Street, Charlotte, NC 28202

WHAT YOU'LL GAIN

- **AI Fundamentals:** Learn the core concepts and the latest advancements shaping the AI landscape.
- **Business Applications:** Discover how AI is transforming industries and explore practical ways to apply it in your organization.

PROGRAM FORMAT

- Two weekends (Friday-Saturday)
- 7.5 hours per day, including lunch (1 hour) and two breaks (30 minutes each)
- 24 contact hours
- Delivered in-person at The Dubois Center at UNC Charlotte Center City

CONTACT

Al (Aloke) Ghosh

Director of Belk College Executive Programs and Distinguished Professor of Accounting

al.ghosh@charlotte.edu | 704-687-7634

MODULE I: Understanding AI – Fundamentals, Technologies and Business Impact

Introduction to Artificial Intelligence (AI) & Machine Learning (ML)

Build a clear understanding of how AI and ML work—without coding. Leaders will learn:

- Core concepts, capabilities and limitations
- How to spot high-value AI opportunities
- Types of machine learning: supervised, unsupervised (e.g., customer segmentation, anomaly detection) and reinforcement learning
- Generative vs. predictive AI and their business use cases
- How AI creates strategic value across industries

This session equips executives to set realistic expectations and lead AI initiatives with confidence.

Natural Language Processing (NLP) and Large Language Models (LLMs)

Understand the technologies powering today's most transformative tools, like chatbots or automated analysis. Key takeaways include:

- How machines understand and analyze human language
- Using NLP for sentiment analysis, topic modeling and insights from unstructured text
- How LLMs work: Predictive text engines trained on massive datasets
- Strengths and limitations (e.g., hallucinations, lack of true “understanding”)
- Retrieval-Augmented Generation (RAG): Combining LLMs with organizational knowledge
- The rise of multimodal AI (text ↔ image ↔ voice ↔ video)

Executives will recognize where language-based AI can drive efficiency and innovation.

Agentic AI: The Next Frontier

Get a first look at emerging AI systems capable of reasoning, planning and taking action – far beyond traditional generative models. Learn how agentic AI enables:

- Intelligent copilots and decision-support systems
- Autonomous workflows and process automation
- Advanced planning and problem-solving capabilities

We also explore crucial risks: alignment with business goals, regulatory concerns, transparency and managing unintended behaviors.

Responsible AI & Governance

Discover how trusted, ethical and well-governed AI becomes a competitive advantage. This session covers:

- Data governance, privacy and security
- Regulatory frameworks (GDPR, CCPA, HIPAA)
- When transparency and explainability are required
- Avoiding bias and ensuring fairness
- Human-in-the-loop decision-making vs. full automation
- Cloud AI platforms, APIs and RAG pipelines
- Strategic considerations: First-mover advantage vs. follower risk

Participants leave with a clear framework for implementing AI responsibly and sustainably across the organization.

MODULE II: Applications of Artificial Intelligence in Business

AI for Leaders: Tools, Insight & Decision-Making

Empower leaders to harness AI for clearer insights and stronger teams. This session explores:

- How executives can use AI to enhance decision-making, communication and strategic planning
- Using natural language tools to understand leadership challenges, team dynamics and organizational trends
- Modern programs leveraging simulated environments, personalized coaching and analytics

Executives gain practical frameworks for integrating AI into leadership practices and talent development initiatives.

AI in Banking & Finance

Explore how the financial sector is deploying AI at scale to increase security, reduce risk and streamline operations.

Topics include:

- Decision automation
- Data processing and predictive analytics
- Computer vision for identity verification
- Fraud detection and customer authentication
- Credit policy modeling and ML-based loan decisions
- GenAI for customer service, chatbots and internal productivity

Real-world examples show how major banks use AI for facial-recognition ATMs, automated applicant screening, fraud detection, customer segmentation, call center automation and cross-selling.

AI Adoption Across U.S. Firms: Trends & Workforce Impacts

Based on a survey of 584 companies, this session examines what AI organizations are actually deploying today, not just prototypes. Participants will gain insight into:

- AI usage by industry and application type
- Adoption intensity and project success rates
- How AI changes required employee skills
- How deployment affects production workers, supervisors and technical roles
- Net staffing impacts after AI implementation

This module helps leaders anticipate organizational shifts and plan workforce strategy accordingly.

AI in Marketing: Customer Insights & Strategic Advantage

Learn how AI is transforming marketing strategy, customer engagement and decision-making. Key topics include:

- Predictive modeling and recommendation engines
- NLP-driven customer insights and personalization
- Generative AI for campaign content and ideation
- Managerial frameworks for using AI to solve core marketing challenges
- Using tools like Copilot, Claude, Salesforce, Tableau and others
- Human-in-the-loop systems, risk awareness and validation practices

Participants gain both literacy and confidence to guide AI adoption across marketing teams to balance opportunity with accountability.

MODULE II: Applications of Artificial Intelligence in Business

AI Agents: Automating Workflows and Creating New Possibilities

Step beyond traditional automation and discover how AI agents can take action, coordinate tasks and unlock new forms of value. This hands-on session will:

- Walk through a real business workflow and automate the “mundane” steps
- Showcase how AI agents execute multi-step tasks across tools and platforms
- Demonstrate how agentic systems can enable entirely new capabilities
- Help leaders envision scalable automation strategies within their organizations

Additional use cases will be customized as the event approaches.

**Empower your leaders. Elevate your organization.
Reserve your spot in this high-impact AI training series from UNC Charlotte.**

