AI2 · APPLIED INSTITUTE OF ARTIFICIAL INTELLIGENCE · PARIS



PREMIUM EXECUTIVE MBA PACKAGE · 2027

Executive AI Discovery

The Executive MBA that turns your leaders into AI leaders. Twelve months live online on Gulf hours, and two all-inclusive executive weeks in Paris.

For companies in Saudi Arabia · UAE · Qatar · Kuwait · Bahrain · Oman · Jordan

WHY NOW

Your AI investment needs leaders who deliver results

Governments and companies across the Gulf are investing in artificial intelligence. The difference between a pilot and a return on investment is leadership: managers who know what AI can do, which projects to fund and how to roll them out with their teams.

$320bn
potential AI contribution to the Middle East economy by 2030

13.6%
of the UAE's GDP in 2030, about $96bn, projected from AI

12.4%
of Saudi Arabia's GDP in 2030, about $135bn, projected from AI

8.2%
of GDP projected for Bahrain, Kuwait, Oman and Qatar together

Source: PwC Middle East, "US$320 billion by 2030? The potential impact of AI in the Middle East", 2018. Projections, not guarantees.

What Executive AI Discovery gives your company

- ✓ Leaders who use AI every day to decide, sell, manage and grow
- ✓ A costed 12-month AI roadmap built on your own business
- ✓ At least three working automations or AI prototypes
- ✓ A network of European decision-makers met in Paris

THE PROGRAMME

12 modules, four quarters, one capstone

480 hours of live teaching, labs and coaching plus an 80-hour capstone: 45% management and business, 35% AI tools and productivity, 20% leadership and transformation. 100% in English.

QUARTER 1 · 128 H

AI Mastery & Executive Productivity

1. Artificial Intelligence for Business Leaders
Generative AI, LLMs, strategy, opportunities and limits.

2. AI-Powered Executive Productivity
Meetings, research, presentations and AI assistants.

3. AI Automation & Intelligent Workflows
No-code, AI agents and business workflows with human control.

QUARTER 2 · 128 H

Advanced Management & Leadership

4. Strategic Management & AI Leadership
Strategy, business models, change and cross-cultural leadership.

5. Corporate Finance & AI Decision Intelligence
Budgets, cash, ROI, forecasts and dashboards.

6. AI-Driven Operations & HR Management
Operations, projects, supply chain and talent.

QUARTER 3 · 128 H

AI Marketing, Sales & Business Growth

7. AI Marketing & Digital Growth
Research, branding, SEO, advertising and analytics.

8. AI-Powered Sales, CRM & Customer Experience
CRM, lead scoring, funnels and retention.

9. Entrepreneurship & AI Business Innovation
AI products, pricing, launch and international growth.

QUARTER 4 · 96 H + CAPSTONE

Global Executive Leadership & AI Transformation

10. AI Governance, Cybersecurity & Responsible Business
Governance, privacy, regulation and risk.

11. Global Business, Negotiation & Executive Communication
Gulf and European markets, stakeholders.

12. Enterprise AI Transformation & Consulting
AI maturity audit, portfolio and results.

Final capstone · 80 h: a full AI transformation plan for your company, with three working prototypes, a budget, ROI targets and a 12-month roadmap, defended in English before a professional jury.

FORMAT

Built for people who already lead

Your executives keep running the business. They learn online during the year and meet in Paris for the moments that matter.

Live online

About 10 hours a week of live classes, labs and coaching, scheduled for the Gulf time zones.

Weekly Executive AI Lab

A real business problem solved with AI tools every week, in small teams, from diagnosis to working solution.

Two weeks in Paris

Mid-programme and at the end: European speakers, roundtables, company visits, defence and graduation.



AI Business Toolkit

Hands-on practice all year with 15+ professional tools: ChatGPT, Claude, Gemini, Microsoft 365 Copilot, Make, Zapier, n8n, Power BI, HubSpot, Canva and more, with clear rules on confidentiality and validation.

Leadership masterclasses

Sessions with business leaders, consultants, investors and international experts on leading organisations with AI.

Tools are examples of the teaching environment; the final selection considers features, licences and data protection.

PARIS EXECUTIVE WEEKS

Two weeks in Paris, all inclusive



Twice a year, your executives leave the day-to-day and spend a week in Paris with European decision-makers. The company pays one package; AI2 handles the rest.

Included

- ✓ Hotel and meals
- ✓ Ground transfers and visits
- ✓ All sessions, speakers and roundtables
- ✓ Help with Schengen visa formalities

The two weeks

Week 1, mid-programme: AI strategy, European rules and company visits.

Week 2, end of programme: capstone defence before the jury and graduation.

A typical executive week

Day 1
Welcome in Paris
Opening keynote on AI in European business, cohort dinner.

Day 2
Europe's AI rules
EU AI Act, GDPR and data governance with European executives and lawyers.

Day 3
Company and hub visits
European companies and innovation hubs, depending on availability.

Day 4
Executive AI Lab
A full day on your own company case with the faculty.

Day 5
Pitch and network
Progress pitch to a panel, then European entrepreneurs and investors.

Indicative programme; speakers and visits confirmed for each session. International flights quoted separately on request.

FOR YOUR COMPANY

Sponsor your leaders, get a transformation plan

A capstone on your business

Scoped with you: a real process, a real budget, a 12-month roll-out plan.

Confidentiality

Your data and cases stay confidential; a non-disclosure agreement can be signed with AI2.

Your own cohort

From a small team to a full leadership group, scheduled around your business calendar.

Simple for HR and finance

Programme description, invoice in the company's name and training agreement, billed in euros.

AI use cases by sector

Energy, oil & gas

Predictive maintenance, HSE reporting, energy efficiency, procurement analysis.

Banking & finance

Customer assistants, risk analytics, compliance reporting, fraud alerts.

Government & public sector

Digital services, document processing, AI governance.

Construction & giga-projects

Project control, cost forecasting, tender analysis, site dashboards.

Aviation, logistics & ports

Demand forecasting, scheduling, back-office automation.

Retail, luxury & hospitality

Personalisation, pricing, content and guest experience.

Example: a Gulf energy group

An operations manager designs predictive maintenance for critical equipment, an AI assistant for HSE incident reports and a procurement analysis tool, with a budget, ROI targets and a 12-month roll-out plan.

Illustrative examples; each case is defined with the participant and the sponsoring company.

OFFERS

General offer or Premium Executive AI Discovery

The same 12 modules, toolkit and capstone. Premium adds the full executive experience in Paris, paid by the company.

General offer

€4,500 · €6,500

2027 tuition for the MBA and the Executive MBA, about €450 and €650 a month over 10 months. Often funded by the employer: training budget, internal promotion or a move into an executive role; AI2 can invoice the company. Live online, one optional Paris week.

Premium · Executive AI Discovery

On request

Executive MBA plus two all-inclusive executive weeks in Paris, for companies sponsoring their leaders.

Included	General offer	Premium
12 modules, 480 h live online on Gulf hours	✓	✓
80-hour capstone, jury defence	✓	✓
AI Business Toolkit and Executive AI Lab	✓	✓
Paris executive week	One, optional, at own cost	**Two a year, all inclusive**
Hotel, meals, transfers, visits in Paris	–	✓
European speakers and roundtables	During the optional week	✓
Capstone on your company's strategy, under NDA	Participant's choice	✓
Dedicated programme manager	–	✓
Invoice to the company, training agreement	On request	✓

Premium pricing depends on the number of participants and the dates of the Paris weeks. International flights quoted separately on request. The programme leads to the AI2 MBA or Executive MBA, an institutional degree awarded by AI2.

ADMISSION

From enquiry to first class

Entry requirements

- ✓ A bachelor's degree in any field
- ✓ Executive MBA: several years of management or business-ownership experience
- ✓ Fluent English, checked at interview: no IELTS, TOEFL, GMAT or GRE
- ✓ No coding required

For a company cohort

- ✓ Call with AI2 to define goals and participants
- ✓ Proposal with dates, Paris weeks and price
- ✓ Interviews with each participant
- ✓ Agreement, invoice and start of the cohort

REQUEST YOUR PREMIUM PROPOSAL

Tell us how many leaders you want to train. We build the proposal around your company.

WhatsApp: +33 6 50 53 92 99
Web: ai2-education.eu/programs/ai-manager-mba/
Contact: ai2-education.eu/contact/

About AI2

AI2, the Applied Institute of Artificial Intelligence, trains managers, engineers and data professionals in applied AI. Campus at the Hub Nikola Tesla in Écouen, 22 minutes from Paris Gare du Nord. Qualiopi-certified training provider, with partnership agreements with institutions in 6 countries.