THE UNIVERSITY of EDINBURGH

Executive Education in AI

Business School | School of Informatics | Edinburgh Futures Institute | Edinburgh Law School



Why Edinburgh? Why Now?

Edinburgh: A global force in AI

The University of Edinburgh is one of the world's leading centres for Artificial Intelligence.

With over 60 years of pioneering research through the School of Informatics, we've helped shape the evolution of AI from theory to global impact.

As the pace of AI acceleration intensifies, leaders across industries face critical challenges:

- **How do we lead responsibly in an AI-enabled world?**
- **How do we adapt to fast-changing regulation, opportunity, and risk?**
- **How do we upskill our senior teams to make confident, informed decisions?**

This is where Edinburgh delivers.

Where technology meets leadership

Our Executive AI Programmes are built through the combined strength of four powerhouse institutes:

- **The School of Informatics** – A world-leader in computer science and AI research and teaching
- **The University of Edinburgh Business School** – Global experts in leadership, strategy and digital transformation
- **The Edinburgh Futures Institute** – A bold, interdisciplinary space tackling the biggest challenges of our time, from AI, data ethics to tech regulation
- **The University Edinburgh Law School** - A leader in exploring the intersection of law and artificial intelligence, focusing on ethical, regulatory, and legal challenges posed by AI technologies.



Unmatched expertise in AI, ethics, and business impact

Our faculty includes world-renowned thinkers such as:

- Professor Shannon Vallor – Internationally recognised leader in the ethics of AI and Director of the Centre for Technomoral Futures
- Leading AI academics and ethicists who advise governments, regulators, and global organisations.

AI training that drives real change

We design bespoke programmes specifically for organisations - not individuals. That means:

- Customised training to fit your strategic goals
- Delivery formats that work for your teams
- Real-world applications for real-world problems
- A strong focus on responsible and explainable AI, regulation and leadership readiness
- We offer flexible learning - online, in-person or blended - delivered over a single day to several months, tailored to fit your organisation's needs and your team's schedule.

In a world being reshaped by AI, Edinburgh offers more than education. We offer a strategic advantage.



The AI Revolution: Are Your Leaders Prepared for the Future?

Train with the University of Edinburgh in shaping the global future of AI, business and ethics.

From pioneering research in artificial intelligence to real-world executive impact, the University of Edinburgh delivers transformative training for leaders who must not just understand AI — but lead with it. AI is reshaping industries. Regulation is accelerating. The ethical stakes are rising. Our executive education programmes equip organisations to navigate this new era - with confidence, insight and strategic edge.

Crafted by interdisciplinary experts across the University of Edinburgh Business School, School of Informatics, Edinburgh Law School and the Edinburgh Futures Institute, our training is grounded in the latest research, powered by decades of expertise, and built for immediate impact in complex environments.

We don’t just teach AI. We train senior leaders and managers to use it - responsibly and effectively.

Join the organisations already preparing their senior teams for the AI-enabled future.



Explore open courses in AI at the University of Edinburgh

Join us at the University of Edinburgh for our prestigious Open Programmes in Artificial Intelligence. As a globally recognised institution with a rich history in AI that dates back to the 1960s, we are dedicated to providing transformative educational experiences.

Tailored learning experiences in AI

Our Open Programmes are uniquely designed to facilitate the upskilling of individuals or teams, accommodating varying levels of expertise and strategic business objectives. With the flexibility to attend online or face-to-face, our courses provide accessible, top-tier education delivered by leading academics and industry professionals. This diverse delivery model ensures that wherever you are, you can benefit from Edinburgh's cutting-edge AI executive education.

Join a legacy of innovation

Our courses not only provide the latest in AI knowledge and trends but also equip you with practical tools and insights for immediate application. This empowers you and your team to drive significant advancements within your company and industry, positioning you at the forefront of technological leadership.

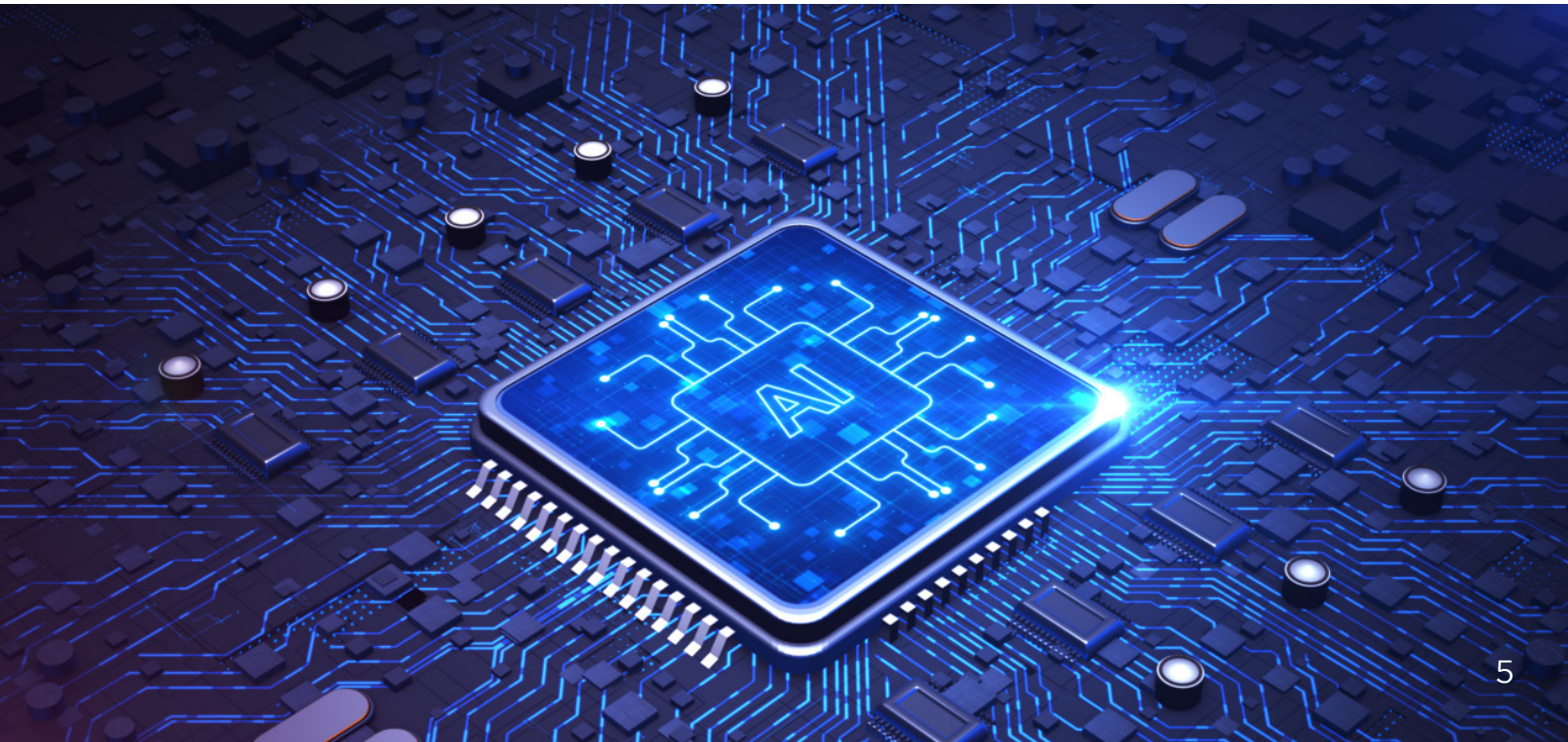
Begin your transformation today

Start leading with AI—join us and be part of shaping the future.

Examples of our bespoke courses will Transform your approach to business and technology:

- AI and Generative AI for Leaders: Empowering Digital Transformation and Strategic Decision Making
- AI for Senior Managers in Financial Services
- Agentic AI Solutions
- Future of Marketing: Digital Marketing, AI and Data

To discuss your bespoke requirements, please email: **executive@business-school.ed.ac.uk**



AI and Generative AI for Leaders: Empowering Digital Transformation and Strategic Decision Making

The University of Edinburgh's six-week online course is designed to empower senior leaders and decision makers to harness the transformational power of Artificial Intelligence (AI) and Generative AI and drive innovation within their organisations.

Our course brings together the unparalleled expertise of the University of Edinburgh's Business School, School of Informatics, Edinburgh Futures Institute, and Edinburgh Law School. This unique collaboration delivers cutting edge-insights into Artificial Intelligence, data driven innovation, ethics and regulation.

Why join?

Key benefits of the University of Edinburgh AI course:

- **Strategic AI leadership** – gain the expertise to evaluate AI's impact across industries and develop actionable strategies for responsible adoption.
- **Interdisciplinary insights** – learn from world-leading academics across Informatics, the Business School, and Edinburgh Futures Institute, providing a uniquely holistic perspective on AI's technical, business and societal dimensions.
- **Ethical and responsible AI** – build a critical understanding of AI's societal implications, ethics and governance to ensure innovation aligns with public good and regulatory frameworks.
- **Foundations of AI & machine learning** – develop a clear, practical grasp of key AI concepts, including machine learning, neural networks and deep learning, without requiring a technical background.
- **Practical business application** – master the skills to integrate AI into your organisation, create a compelling business case and drive innovation with confidence.
- **Expert-led learning experience** – gain insights from top AI researchers and industry practitioners, combining academic excellence with real-world relevance.
- **Exclusive professional network** – join a high-calibre network of peers, faculty and AI experts, fostering long-term connections within Edinburgh's thriving AI and tech ecosystem.
- **University of Edinburgh digital badge** - recognises your expertise in AI.

Course outline

- **Flexible format** - the course employs a blended learning approach, comprising three hours of mandatory self-paced online material per week, with up to an additional hour of optional resources, complemented by a weekly one-hour live session.

Course modules

Module 0 - Welcome to your online campus

- Meet the course presenters and fellow participants
- Platform familiarisation
- Course overview and expectations

Module 1 - AI and machine learning: understanding the black box

This module is a comprehensive introduction to AI fundamentals, covering machine learning types, data handling, prediction methods and model evaluation metrics.

- Fundamentals of AI and machine learning
- Types of machine learning: supervised (from examples), reinforcement (through trial and rewards) and unsupervised learning (on its own)
- Working with data: representing data, categorical vs real valued attributes, features

Module 2 - Deep Learning and Generative AI

Key Topics: - Deep learning fundamentals - Neural network architecture - Information processing in layers - Large Language Models (LLMs) - Model architecture - Training methodologies - Generative AI applications - Practical tools exploration - Future vision of generative technologies.

Module 3 - Model correctness and explainability

This module provides an in-depth analysis of the crucial elements to the reliability and trustworthiness of AI systems across various industries.

- Review of key risks relating to the reliability of AI systems, statistical accuracy, data accuracy, and the validity of data inputs and generated outputs
- Understanding bias risks and concepts, as well as unintended outcomes for vulnerable customers
- Understanding transparency: A deep dive into transparency in context (audiences as clients, financial consumers, regulators, suppliers, and other stakeholders)



Module 4 - Financial services and bias

This module explores the critical challenges of bias in financial services AI systems, focusing on strategies for ensuring fairness, accountability, and effective data management.

- An in-depth examination of bias and causal modelling in financial decision-making, equipping leaders with tools to identify and address AI-driven biases
- Practical approaches to assessing and mitigating AI bias, drawing on frameworks like fairness monitoring and strategic planning for responsible AI deployment
- Engagement with real-world examples, including successful AI implementations and notable failures, to highlight the impact of bias on customer trust, regulatory compliance, and reputational risk

Module 5 - AI Governance, laws and regulations

This module explores the critical challenges of bias in financial services AI systems, focusing on strategies for ensuring fairness, accountability, and effective data management.

- An in-depth examination of bias and causal modelling in financial decision-making, equipping leaders with tools to identify and address AI-driven biases
- Engagement with real-world examples, including successful AI implementations and notable failures, to highlight the impact of bias on customer trust, regulatory compliance, and reputational risk

Module 6 - Intellectual property ownership and risk and AI policies

This module covers IP aspects of AI systems, including ownership and licensing and managing risks of infringement. We will consider typical ways in which IP risks are allocated in contract and residual risks and mitigation measures.

- Intellectual property considerations:
  - Ownership and infringement issues: use of training data, inputs and outputs in the light of recent UK AI case law
  - Regulatory disclosure requirements for using copyright training material in developing AI (UK and EU)

Course presenters

- **Dr Valerio Restocchi** – Lecturer in Business Application of Informatics, University of Edinburgh School of Informatics
- **Dr Shama Rahman** – Innovation Fellow, University of Edinburgh School of Informatics
- **Dr Ben Moews** – Lecturer in Predictive Analysis, University of Edinburgh Business School
- **Dr Adam Ntakaris** – Lecturer in Financial Technology, University of Edinburgh Business School
- **Hermione Hague** – Lead Tutor on IP Elective on the Diploma with the Law School
- **Professor Burkhart Schafer** – Personal Chair of Computational Legal Theory, University of Edinburgh Law School

Who should enrol?

This leading online course is specifically designed for senior and middle managers, as well as senior leadership teams, aiming to enhance their strategic insight and guide their organisations through the intricacies of digital transformation and AI integration.

Register your interest today: **AI and Generative AI for Leaders: Empowering Digital Transformation and Strategic Decision Making – University of Edinburgh Business School**

Expanding AI expertise across industries

We offer tailored training designed to meet the needs of various other sectors:

- **Public Services:**
  - Enhancing decision-making and public engagement through data-driven AI insights.
  - Streamlining government operations and improving public sector service delivery.
- **Fintech and Finance:**
  - Implementing AI in risk assessment, fraud detection, and regulatory compliance.
  - Leveraging AI for financial forecasting and customer-centric financial services.
- **Travel and Tourism:**
  - Applying AI for personalised customer experiences and operational efficiency.
  - Utilising AI in managing vast data from tourism traffic to forecast trends.
- **Creativity:**
  - Encouraging the use of AI in creative industries for innovation in design and media.
  - Integrating AI tools to foster new forms of artistic expression and digital interaction.

To discover how our Executive Education programmes can be customised for your sector, please get in touch with us. Our dedicated team is ready to collaborate with you to design a training solution that meets your specific needs and ensures your leaders are at the forefront of AI application in your industry.



Cohort 1 AI for Senior Managers in Financial Services

Tailored executive education: AI in healthcare

Within the healthcare sector, the University of Edinburgh Business School focuses on providing tailored AI training specifically designed for senior managers. Hajar Mozaffar, a pivotal academic within our business school, leverages her extensive expertise in the digital transformation of organisations to enrich these programmes. Her specialised interest in the digital transformation of health and care sectors uniquely positions our offerings to address the nuanced challenges specific to healthcare. By engaging in detailed dialogues with healthcare leaders and drawing on Hajar's specialised knowledge and practical experience, we tailor our training courses and programmes to meet specific organisational challenges and objectives. This ensures that each course provides healthcare senior leaders and managers with both the practical tools needed to integrate AI effectively into their operations and the strategic insight to harness AI opportunities.

Case Study: AI and Data Ethics Programme for NatWest Group Leaders and Colleagues

Client: NatWest Group
Provider: University of Edinburgh, Edinburgh Futures Institute
Duration: Four days (with additional reading and assignments)
Participants: Thirty staff members

The opportunity

In today's rapidly evolving digital landscape, NatWest Group recognised the need to further equip its people with the advanced expertise necessary to navigate the complexities of Artificial Intelligence (AI) and its ethical implications. To achieve this, NatWest Group partnered with the University of Edinburgh's Edinburgh Futures Institute (EFI) to create an innovative, bespoke training programme. This case study outlines the objectives, execution, and outcomes of the training, highlighting its impact on the participants and the organisation.

Objectives

The primary objectives of the AI Ethics training programme were to:

1. Provide comprehensive knowledge on the latest advancements in AI technology.
2. Deepen understanding of the ethical considerations critical to AI implementation.
3. Foster leadership skills that align with the principles of ethical AI usage.
4. Strengthen the partnership between academia and industry by translating cutting-edge research into practical, actionable strategies.



Our approach

To meet these objectives, the training was designed around key components:

- Expert-Led Workshops: Spearheaded by Professor Shannon Vallor, the programme included interactive workshops and seminars led by leading academics from the School of Philosophy, Psychology and Language Sciences (PPLS), School of Informatics and Edinburgh Law School.
- Multidisciplinary Approach: The curriculum was purposely interdisciplinary, introducing legal, ethical and technical perspectives of AI to provide a holistic understanding.
- Real-World Application: Case studies and real-world scenarios were employed to link theoretical knowledge with practical applications, facilitating discussions on how to implement AI responsibly within the banking sector.

The training occurred at Edinburgh Futures Institute's state-of-the-art building. Day one focussed on the foundational concepts of AI technology and its current applications in business. The following days delved deeper into AI ethics, data privacy, regulations and the implications these have on society and business operations. Interactive discussions and group activities encouraged collaboration among the leaders and colleagues, enhancing their learning experiences.

Outcomes and impact

Post-training feedback indicated highly positive outcomes, with participants reporting:

- **Enhanced Expertise:** A better grasp of AI technologies and their operational integration.
- **Ethical Awareness:** Increased awareness of the ethical dimensions of AI, fostering a governance model that emphasises accountability and transparency in AI applications.
- **Leadership Development:** Strengthened ability to lead in technologically advanced and ethically complex scenarios typical in global finance.
- **Strategic Vision:** Enhanced capability to formulate strategies that incorporate ethical AI use, potentially leading to market leadership in responsible banking practices.

Conclusion

The training programme was a significant step toward empowering the NatWest Group's leaders and colleagues with the knowledge and skills necessary for leading ethically in a digital age dominated by AI technology. The success of the programme promises to not only elevate the operational standards and ethical frameworks within NatWest Group but also strengthen its position as a leader in the responsible application of AI in banking **NatWest Group**.

Case Study: AI for Senior Managers in Financial Services

Client: Heads of Risk and Compliance from UK Banks
Provider: University of Edinburgh, Pinsent Masons Law Firm
Duration: One and a half days
Participants: Seventeen Senior Managers

The opportunity

As artificial intelligence (AI) technology continues to evolve rapidly, the associated regulatory risks become more complex, presenting significant challenges particularly within the financial services sector. To address these pressing needs, Pinsent Masons partnered with the University of Edinburgh's Edinburgh Futures Institute (EFI) and the University of Edinburgh Business School to develop a bespoke training programme focusing on the intersection of AI technologies, regulation, and ethics.

Objectives

The primary goals of the AI Regulatory training programme were to:

1. Enhance understanding among senior managers of the AI landscape and its regulatory implications.
2. Equip participants with the knowledge to navigate and manage legal risks associated with AI.
3. Develop strategic approaches to implementing AI within global and local regulatory frameworks.
4. Promote leadership skills for managing AI-driven strategies within financial services.



Our approach

To achieve these objectives, the programme included:

- Expert-Led Workshops: Delivered by Adam Ntakaris, Lecturer of Financial Technology, and Mike Gregory, Postdoctoral Researcher. Additionally, significant contributions were made by Luke Scanlon, Head of FinTech at Pinsent Masons, who was instrumental in delivering key parts of the programme.
- Multidisciplinary Curriculum: The curriculum provided a comprehensive perspective by incorporating technology, law, and ethics, equipping participants with a holistic understanding necessary for AI leadership.
- Scenario-Based Learning: The course utilised real-world scenarios and case studies to connect theoretical knowledge with practical applications, tailored specifically to the regulatory and ethical management of AI.

This transformative programme was delivered at the historic yet state-of-the-art Edinburgh Futures Institute.

Outcomes and Impact

Participants reported highly positive outcomes, including:

- **Regulatory Expertise:** An improved understanding of AI and its impact on financial regulations.
- **Risk Management Skills:** Enhanced skills to anticipate and mitigate legal risks associated with AI technology.
- **Strategic Application:** Developed strategies that are in alignment with regulatory standards and ethical practices.
- **Collaborative Insights:** Gained valuable insights through discussions with peers on emerging practices and challenges in AI regulation.

Conclusion

The specialised training programme significantly enhanced the capabilities of senior managers, especially those heading risk and compliance at leading UK banks, to lead confidently in an increasingly regulated digital landscape. This collaboration with the University of Edinburgh has established a new benchmark for developing future-focused, regulatory-compliant leadership in financial services.

Built with Partners. Designed for Industry.

We collaborate with the organisations shaping the AI economy

Our strength lies not just in academic excellence - but in how we work alongside industry to create training that meets the urgent needs of modern organisations.

We partner with leading firms across law, finance, technology, and the public sector to co-design and deliver AI education that is rigorous, relevant, and ready to deploy.

Some of our trusted collaborators:

- Pinsent Masons LLP - Training legal leaders to advise financial clients on AI strategy, ethics, and regulation
- Global Financial Institutions - Empowering cross-functional leadership teams to adopt and govern AI tools responsibly
- Public and Third Sector Bodies - Supporting data governance, digital transformation, and responsible innovation

And a growing network of FTSE 100 firms, professional bodies, and strategic alliances.

How we work with partners

- Co-designed Programmes - We build every course in collaboration with you, aligned to your goals, challenges, and sector-specific context
- Flexible Delivery - Online or on-campus - we meet your teams where they are
- Multi-Disciplinary Teaching Teams - Your people learn from the very best minds across AI, law, business, and ethics
- Ongoing Relationships - We go beyond one-off training to support capability-building and longer-term learning strategies



Ready to Lead with AI? Let's Build the Future Together.

This is your moment.

The AI era is not approaching - it's already reshaping the way we work, lead, and compete. The organisations that succeed will be those with leaders who understand AI deeply, think strategically, and act ethically.

At the University of Edinburgh, we offer a rare combination:

- World-leading expertise in artificial intelligence
- Unite expertise across schools and centres to deliver cutting-edge, interdisciplinary AI solutions.
- Deep understanding of business, law, data and ethics
- A proven track record of training executives for impact

Let's talk about what your organisation needs

Whether you're a global law firm, a financial institution, a public body, or a fast-scaling company - we're ready to co-create an AI learning journey tailored to your goals.

Connect with us to explore:

- Custom executive education programmes
- Strategy workshops for senior leaders
- Sector-specific training on AI, ethics, and regulation
- Longer-term learning partnerships

Contact us

We would be delighted to design an Executive Education programme to suit your needs.

Speak with our team to explore how we can support you in enhancing AI capabilities within your organisation by training and upskilling your staff for the future.



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Let's build a responsible AI future — together.

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BayesCentre

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