

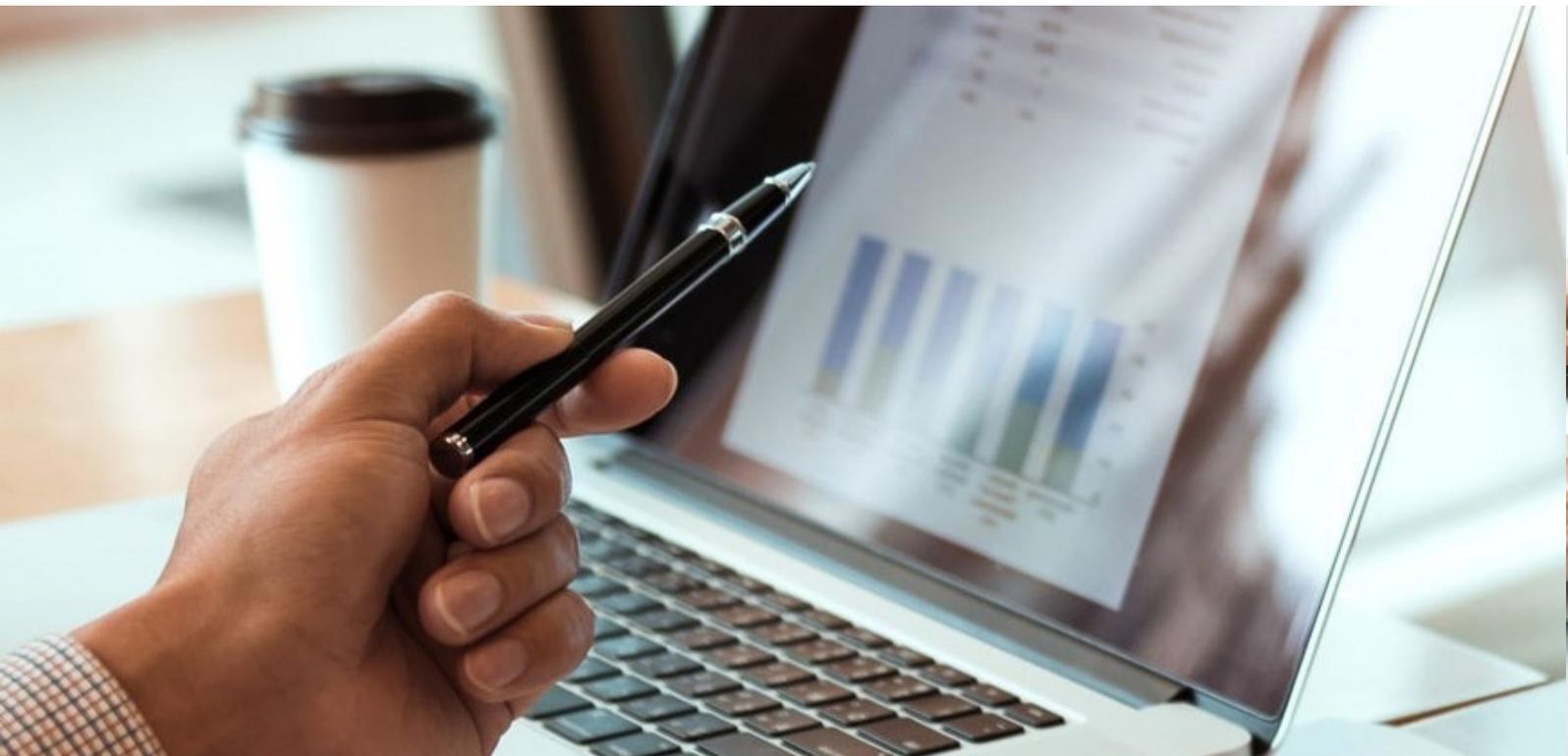
EXECUTIVE EDUCATION

BUSINESS & ARTIFICIAL INTELLIGENCE

“The challenge is not only knowing what you’re going to do, but more importantly, who you want to be.”

ABOUT EXECUTIVE COURSES

Executive education is a series of courses designed by leading industry experts and top universities to develop and enhance the key professional skills needed to succeed in today's most in-demand career fields. Find a program that meets your specific needs and that will enable you to take your career path one step further.



YOU CHOOSE A COURSE

We offer training programs in many specializations and specializations that are currently in demand and will help you get ahead in your field.

VALUABLE CERTIFICATE

A certificate that demonstrates the knowledge and experience you have gained and is backed by several accreditation associations or major global institutions.

YOU LEARN AT YOUR OWN PACE

All courses are taught online, so you can take them on your PC, tablet or phone, which makes learning flexible and makes time for even the busiest of you.

MOVING YOUR CAREER UP

Use the knowledge and skills you've gained to influence and develop your career at work. This step is up to you.

EXECUTIVE EDUCATION refers primarily to business management courses designed to help the professional development of executives and managers, which are considered part of an ongoing lifelong learning process.

Develop your talent through study at EIFM



We live in a time of constant change. As we venture into this unstable reality, we will have to trust even more not only our core values and sound judgment, but also our ability to challenge the status quo. Creativity will be crucial to successfully navigating the present and the future, enabling us to meet the challenges that lie ahead.

The new leader must be able to combine two strands: on the one hand, the highest degree of professionalism and self-motivation to constantly strive for excellence and, as a result, personal and professional fulfilment; on the other, the generosity with which all these efforts will be devoted to serving others, society and the world. If you consider yourself a challenging and non-conformist person who wants to improve and move forward, and who feels that you have much more to give to make a real and lasting impact, then you are the ideal student for one of our executive courses.

“EIFM is the only school I applied to because not only is it a prestigious world-class institution with world-class faculty, but it is focused on collaboration and community, a key aspect that sets it apart from other world-class universities. It is taught by practitioners who provide practical experience outside the academic world; its focus brings it more in line with the professional world of workers and managers, and which are considered part of an ongoing process of lifelong learning.”

PETER BARROS, student

STUDY BENEFITS

Executive education is an intensive journey of personal and professional transformation that prepares you to meet the challenges of any business environment.

Our certificate programs are special courses that enable business executives to develop their business, leadership, communication and other skills to become better managers and business leaders.



GENERAL OVERVIEW

You'll gain a deep, comprehensive overview of the company from a general management perspective, allowing you to understand the uniqueness of each operational area and their interrelationships, as well as how they affect your decisions.

DECISION-MAKING SKILLS

You will learn that to be an exceptional leader, you must become an expert at making difficult decisions. By examining more than 300 business cases, you will hone your ability to analyze challenging situations, justify your strategy, and decide on the best course of action.

BUSINESS SPIRIT

You will discover the entrepreneur in you. EIFM courses will help you discover new opportunities and gain the knowledge and tools to make the most of them, both inside and outside your organisation.

EFFECTIVE LEADERSHIP

You'll increase your ability to engage your team in top-level projects and manage diverse personal profiles and motivations to align them around a common goal. You will become a leader who is committed to professionalism and integrity and to a spirit of service for the good of the organization and the company.

GLOBAL IMPACT

The program's highly engaging content, teacher guidance and intensive weeks in multiple locations around the world will give you a better understanding of the trends and opportunities shaping today's global business landscape.

PERSONAL GROWTH

The program pushes you to your limits to stimulate deeper self-discovery and the discovery of your strengths and areas of growth. You will emerge better equipped to face any leadership challenge.

WHY STUDY AT EIFM?

GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

EFFECTIVE LEARNING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how that will develop their talents and take them to the next level.

CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

ADMISSION PROCESS

We accept applicants for specific courses on a rolling basis, subject to availability, and we encourage you to apply as soon as possible. Although most programs have no formal educational requirements, admissions are selective based on your professional achievements and organizational responsibilities. Therefore, your application for a specific course should be accompanied by your CV and, if applicable, a cover letter, which will be used to decide whether you are accepted for admission.

STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme matches your exact needs.

DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

BEGIN STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.



STUDY STRUCTURE

Artificial Intelligence (AI) enables significant and rapid change in businesses in almost all sectors and industries. This course will give you a deep understanding of how AI is embedded in the business domain so you can discover what it can (and can't) do for you and your organization. The course will equip you with practical frameworks and templates for working with data scientists and programmers, and show you how to commission analytics and analyse the results.



BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 11 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 1,100
- ✓ STARTING DATE: any time

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a 5% discount on the tuition fee will be applied retrospectively.

Artificial intelligence is taking over the world. The aim of this course is therefore to expand your knowledge of artificial intelligence to a higher level. The course covers everything from the basics of A&P to the intricacies of artificial intelligence in machine learning. What's more, by completing this course you will open up additional career opportunities within the IT industry.

We will strive to bridge the gap between business and technology. That's why this course is designed for executives and business leaders across functions and industries who want to understand the possibilities of AI, and is also applicable to technical professionals such as CIOs, IT managers and business analysts who want to better understand how AI can be implemented in their organizations.



ARTIFICIAL INTELLIGENCE



MACHINE LEARNING



INNOVATIONS IN BUSINESS



AUTOMATION



MODULES

BENEFITS OF USING ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) is a key factor for future competitiveness. AI is already changing the way companies create content for their online business. Many are talking about using them, but very few are using them. In this study, you will learn what advantages artificial intelligence (AI) can give you over your competitors and how and for what content you can use this technology in your online business.

MACHINE LEARNING

Machine learning is the science of getting computers to act without being explicitly programmed. In the past decade, machine learning has given us self-driving cars, practical speech recognition, efficient web search, and a vastly improved understanding of the human genome. Machine learning is so widespread today that you probably use it every day without even knowing it. Many researchers also believe that it's the best way to make progress towards human-level artificial intelligence. In this course, you'll learn about the most effective machine learning techniques and get practice implementing and operationalizing them. More importantly, you'll not only learn the theoretical underpinnings of machine learning, but you'll also gain the practical know-how needed to apply these techniques quickly and efficiently to new problems.

ARTIFICIAL INTELLIGENCE IN BUSINESS

You'll learn the basics of big data, artificial intelligence and machine learning and the different areas in which they can be used to support business. You will explore the ethics and risks of AI, designing a governance framework for the fair use of AI, and managing people in the fair design of machine learning staff roles. You will also learn about effective marketing strategies using data analytics and how personalization can improve and extend the customer journey and lifecycle. Finally, you'll hear from leading industry experts who will provide insights on how AI and Big Data are revolutionizing the way we do business.

CRITICAL THINKING AND COMMUNICATION ETHICS

How do you create the ideal marketing machine that can drive acquisition and customer satisfaction and loyalty? Performance marketing can enable your organization to make smart marketing decisions in an optimal way. Layering machine learning and artificial intelligence will further support this process and take your marketing strategy to the next level. Therefore, you will learn the key aspects of performance marketing that will enable you to plan effective performance marketing campaigns that will lead your organization to success. You will use your new skills to design a performance marketing strategy. You will analyze the customer journey and determine which parts of the marketing process can be built upon by integrating machine learning and artificial intelligence. In addition, you'll look for ways to responsibly manage customer data and privacy to earn and maintain their trust in your organization.

PRODUCT MANAGEMENT AND ARTIFICIAL INTELLIGENCE

Organisations in all sectors are increasingly using artificial intelligence and machine learning to create innovative new products and systems. This requires professionals across functions, not just strictly within data science and data engineering teams, to understand when and how AI can be used, speak the language of data and analytics, and be able to work in cross-functional teams on machine learning projects. We will therefore provide you with a basic understanding of how machine learning works and when and how it can be used to solve problems. You will develop skills in applying the data science process and industry best practices to lead machine learning projects, and develop competencies in designing human-centric AI products that ensure privacy and ethical standards.

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