ALALAMIA
PROFESSIONAL DEVELOPMENT
العالمية للتطوير المهني

EXECUTIVE EDUCATION · ALALAMIA

Chief AI Officer Program

Harness AI for strategic innovation and growth

12 weeks | Every Saturday | 66 contact hours | In person in Damascus | English & Arabic

12	66	4	1
Weeks, one Saturday each	Contact hours	Modules	Capstone project

Damascus, Mazzeh Western Villas, Syria

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PROGRAM OVERVIEW

Chief AI Officer Program

A 12-week executive program for leaders responsible for making AI deliver value. You will align AI with business strategy, prepare the data and platforms it needs, choose and scale the right use cases, measure the value, and govern AI responsibly, finishing with an enterprise AI roadmap you present to an executive panel.

WHO SHOULD ATTEND

- Technology, data and analytics leaders moving into the Chief AI Officer role
- Digital transformation and innovation leaders
- Senior executives who sponsor or govern AI initiatives
- Consultants and entrepreneurs building AI-driven businesses

WHAT MAKES IT DIFFERENT

Strategy before technology
Every AI decision starts from business goals, value and risk.

Hands-on
A full lab day with AI tools, agents and automations, so leaders know AI from the inside.

Responsible by design
Governance, security and regulation are built into the program, not added at the end.

Your AI roadmap
Weekly deliverables assemble into an enterprise AI roadmap for your organization.

12	66	90+	20–30
Saturdays, one a week	Contact hours in class	Total learning hours	Participants per cohort

LEARNING OUTCOMES

By the end of the program, you will be able to

01 Align AI strategy with business goals.

02 Assess your organization's AI maturity and readiness.

03 Identify and prioritize measurable, high-value AI use cases.

04 Create the data strategy and governance that AI needs.

05 Make sound build, buy or partner decisions for AI platforms.

06 Move AI from pilot to production and measure its value.

07 Establish policies for trustworthy, secure and compliant AI.

08 Build organizational support, skills and buy-in for AI.

FORMAT AND METHODOLOGY

Twelve Saturdays, built to apply

Twelve Saturdays of 5.5 contact hours give 66 classroom hours, plus about 2 hours of weekly pre-reading and applied work (90+ total learning hours).

ITEM	DETAIL
Duration	12 weeks, every Saturday
Contact hours	5.5 hours per Saturday, 66 hours in total
Delivery	In person in Damascus, with an online learning hub for materials and submissions
Cohort	20 to 30 participants, working in 5 learning teams
Language	English & Arabic

PROGRAM ARCHITECTURE

4 modules, 12 sessions, 1 capstone

The sessions move from understanding the business, to setting strategy, to proving results, to leading the future. Every session produces a deliverable, and together they form the capstone.

MODULE 1 · WEEKS 1–3 AI Foundations for Leaders	MODULE 2 · WEEKS 4–6 Data, Platforms and Practice	MODULE 3 · WEEKS 7–9 Delivering AI Value	MODULE 4 · WEEKS 10–12 Responsible AI and the AI-Ready Organization
WEEK 1 The AI Landscape Today and Tomorrow	WEEK 4 Data Strategy and Governance for AI	WEEK 7 Finding and Prioritizing Use Cases	WEEK 10 Responsible AI, Risk and Regulation
WEEK 2 AI Maturity and Readiness	WEEK 5 AI Platforms: Build, Buy or Partner	WEEK 8 From Pilot to Production	WEEK 11 Building the AI-Ready Organization
WEEK 3 From Business Strategy to AI Strategy	WEEK 6 Hands-on AI Lab	WEEK 9 Measuring AI Value	WEEK 12 Your Enterprise AI Roadmap

> Every Saturday starts from a real business problem and ends with a deliverable you can use at work on Monday.

Capstone project

Your Enterprise AI Roadmap: built week by week and presented to an executive panel in Week 12.

DETAILED CURRICULUM

Weeks 1 to 3

WEEK 1 The AI Landscape Today and Tomorrow

AI is changing what organizations can do; leaders need a clear view of what is real.

KEY TOPICS

- Machine learning, generative AI and AI agents explained
- What AI can and cannot do
- Trends shaping the next three years
- The Chief AI Officer's role and mandate

> **Case study:** How the arrival of ChatGPT in late 2022 changed enterprise AI agendas within months.

Deliverable: A one-page AI leadership agenda for your organization.

WEEK 2 AI Maturity and Readiness

Before choosing projects, leaders must know where the organization really stands.

KEY TOPICS

- AI maturity models
- Assessing data, skills, technology and culture
- Quick wins versus foundations
- Setting the AI ambition

> **Case study:** Morgan Stanley's AI assistant for financial advisers, built on the firm's own research library.

Deliverable: An AI maturity assessment of your organization.

WEEK 3 From Business Strategy to AI Strategy

AI strategy starts from business goals, not from technology.

KEY TOPICS

- Linking AI to strategic priorities
- Where AI creates value: revenue, cost, risk, experience
- Building the AI strategy on a page
- Funding and governance models

> **Case study:** John Deere's use of computer vision and machine learning in precision agriculture.

Deliverable: Your AI strategy on a page.

WEEK 4 Data Strategy and Governance for AI

AI is only as good as the data and governance behind it.

KEY TOPICS

- Data as a strategic asset
- Data quality, ownership and governance
- Privacy and data protection
- When models meet changing markets

> **Case study:** Zillow Offers (2021): when a pricing algorithm met a fast-changing housing market.

Deliverable: A data readiness plan for your priority AI use cases.

WEEK 5 AI Platforms: Build, Buy or Partner

The right technology choices balance speed, cost, control and risk.

KEY TOPICS

- Cloud AI services and foundation models
- Open and closed models
- Build, buy or partner decisions
- AI architecture and costs

> **Case study:** A financial-data company training its own large language model instead of relying only on general models (2023).

Deliverable: A build-buy-partner decision for one AI capability.

WEEK 6 Hands-on AI Lab

Leaders who use AI themselves make better decisions about it.

KEY TOPICS

- Prompting techniques for business tasks
- Building simple AI agents and automations
- No-code and low-code AI tools
- Evaluating AI output quality

> Lab session: participants apply AI tools to real tasks from their own organizations.

Deliverable: Three working AI prototypes for your own tasks.

WEEK 7 Finding and Prioritizing Use Cases

The best AI portfolios focus on a few use cases with clear value.

KEY TOPICS

- Use-case discovery workshops
- Value, feasibility and risk scoring
- Customer-facing versus internal use cases
- Building the AI portfolio

> **Case study:** Duolingo's use of generative AI to create new learning features (2023).

Deliverable: A prioritized AI use-case portfolio.

WEEK 8 From Pilot to Production

Most AI projects stall after the pilot; scaling needs a different discipline.

KEY TOPICS

- MLOps and LLMOps basics
- Integrating AI into processes and systems
- Monitoring, quality and cost control
- Why pilots fail to scale

> **Case study:** Walmart's decision to end its shelf-scanning robot pilot in 2020 and what it shows about scaling.

Deliverable: A scaling plan for one AI pilot.

WEEK 9 Measuring AI Value

AI investment needs the same rigour as any other investment.

KEY TOPICS

- AI business cases and KPIs
- Measuring productivity and quality gains
- Total cost of AI ownership
- Reporting AI value to executives

> **Case study:** Klarna's AI customer-service assistant: the results it reported, and why the company later rebalanced towards human agents.

Deliverable: An AI value scorecard.

WEEK 10 Responsible AI, Risk and Regulation

Trustworthy AI protects customers, employees and the organization.

KEY TOPICS

- Bias, fairness and explainability
- AI security and misuse
- Regulation and compliance, including the EU AI Act
- AI policies and governance committees

> **Case study:** Air Canada's 2024 tribunal case, which held the airline responsible for its chatbot's wrong answer.

Deliverable: A responsible-AI policy and governance checklist.

WEEK 11 Building the AI-Ready Organization

AI changes jobs, skills and ways of working.

KEY TOPICS

- AI operating models and centres of excellence
- Skills, roles and reskilling
- Change management for AI adoption
- Working with HR, legal and IT

> **Case study:** Moderna's company-wide rollout of a generative AI assistant (2024).

Deliverable: An AI talent and change plan.

WEEK 12 Your Enterprise AI Roadmap

A clear roadmap turns AI ambition into delivered value.

KEY TOPICS

- Sequencing initiatives and investments
- Governance and reporting rhythm
- Communicating the AI vision
- Capstone presentations to an executive panel

> Capstone presentations and panel feedback.

Deliverable: Final capstone presentation.

CAPSTONE PROJECT

Your Enterprise AI Roadmap

an AI strategy and delivery roadmap for your own organization, built from the weekly deliverables and presented to an executive panel in Week 12.

REQUIRED COMPONENTS

01 AI maturity assessment and ambition
02 AI strategy on a page
03 Prioritized use-case portfolio and data plan
04 Scaling plan and value scorecard
05 Responsible-AI governance and change plan

ASSESSMENT

How participants are assessed

COMPONENT	WEIGHT	WHAT IS ASSESSED
Capstone and presentation	**40%**	Business relevance, strategic clarity, feasibility, executive delivery
Weekly deliverables	**30%**	Quality and on-time submission of the 11 weekly deliverables
Case study participation	**20%**	Preparation, analysis and contribution in class
Peer and learning team contribution	**10%**	Peer evaluation of collaboration and coaching

Certificate of Completion

Certificate of Completion (66 contact hours) for participants with at least 80% attendance and an overall score of 70% or higher; 90% or higher earns a Distinction.

SAMPLE SATURDAY

A day built for practice

Each Saturday runs from 9:00 to 15:45, with 5.5 contact hours, two breaks and lunch.

TIME	BLOCK	FORMAT
9:00 – 9:30	Recap, reflections and links to last week's deliverable	Plenary
9:30 – 11:00	Core concepts and frameworks	Faculty input and discussion
11:00 – 11:15	Break	
11:15 – 12:45	Case study analysis	Learning teams, then plenary debrief
12:45 – 13:30	Lunch and networking	
13:30 – 15:00	Applied workshop on participants' own organizations	Workshop
15:00 – 15:15	Break	
15:15 – 15:45	Peer coaching, key takeaways and next week's assignment	Learning teams

In Weeks 2, 5, 8 and 11, a 45-minute executive guest speaker session replaces the first half of the applied workshop.

Reserve your seat

Places are limited to 30 participants per cohort. Talk to us about dates, fees and sponsoring a team from your organization.

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