UNIVERSITY OF BATH
SCHOOL OF MANAGEMENT

EXECUTIVE EDUCATION · EXCELL · PROGRAMME GUIDE

Applied AI for Business Leaders

Understand what AI can do now, use it hands-on, and leave with a plan you can act on

11–13 March 2027 | University of Bath campus | Thursday – Saturday | Limited places



For your work, and for the business.

Two and a half days working on your business, with a practitioner who builds these systems for a living — not a lecture about what AI might one day do.

DR BRUNO OLIVEIRA · ENTRECONF, BRISTOL

THE CREDIBLE MIDDLE GROUND

You leave with the understanding, the judgement and the plan that outlast any one tool — and with the working tools you built along the way.

15	Personal	2.5	60
Hands-on labs, in the room and after	Guidance for every leader, in a deliberately limited group	Days, in the room	Days later, a 2-hour online follow-up clinic

At one end are short vendor-led courses that teach you today's platform — useful, but **that platform will look different in a year**. At the other are premium executive programmes with brilliant strategic thinking, **at a price only a few can reach**.

This sits deliberately between the two. You work hands-on with the tools, on your own business and your own role, and leave with **a roadmap you can act on the following Monday** and the working tools you built along the way. The judgement comes with them: **where AI genuinely helps**, what it will do for your own work, and how to lead adoption without tripping over GDPR or team resistance.

Why now: the expensive option is doing nothing

The question is rarely what a programme costs. It is what another year of guessing costs.

Your data is already leaving

Your team is using free AI tools **right now**, with client information, under **no policy and no oversight**. **You get a tested template for your firm's AI policy, ready to make your own.**

Money spent on the wrong things

Subscriptions nobody uses. A pilot that stalls. **Most organisations waste more than this programme costs** in their first year of AI.

The gap compounds quarterly

Competitors who worked this out eighteen months ago have **restructured what their people do all day**. That distance is **not recovered in a one-day workshop**.

WHAT YOU TAKE AWAY

You leave with a plan you can act on. And with a library of 15 hands-on labs to build from.

All 15 labs are on your programme hub, with their prompts, templates and **sample data**, and they stay open to you after the programme. In the room you work on the ones that fit **you and your business**, with help beside you. What you build still works on the Monday.

01 DAY 1
Model-selection cheat sheet
Which model, which mode, which task — tested on your own work and projects.

02 DAY 1
Your AI, connected
Your email, calendar and files connected read-only, so it finds what it needs instead of you writing it out.

03 DAY 1
Configured Business HQ
A live AI workspace loaded with your company context, documents and instructions.

04 DAY 1
Competitive intelligence brief
A sourced deep-research report on your own market.

05 DAY 1
Your AI advisory board
A strategist, a sceptical CFO and a marketing director — tuned to your business.

06 DAY 1
Board-ready document
Presentation-grade output generated from the day's work.

07 DAY 1
AI Opportunity Report
Seven thousand words on your own company, from more than fifty sources, researched in the background while you keep working.

08 DAY 2
Marketing asset pack
Campaign imagery and copy for a real campaign.

09 DAY 2

Working business dashboard

Your own numbers, live and interactive — built in under an hour by someone who does not write code.

10 DAY 2

Agent workflow

Your first configured agent, plus a ranked list of what to delegate.

11 DAY 2

Company AI use policy

One page. Yours, from a tested template.

12 DAY 2

AI Opportunity Matrix

Impact against ease — your number one quick win and your number one strategic bet.

13 DAY 3

12–36 month roadmap

Quick wins, strategic bets, capability building.

14 DAY 3

First 90 Days plan

The seven-day initiative, the ninety-day wins, and who you take with you.

15 DAY 3

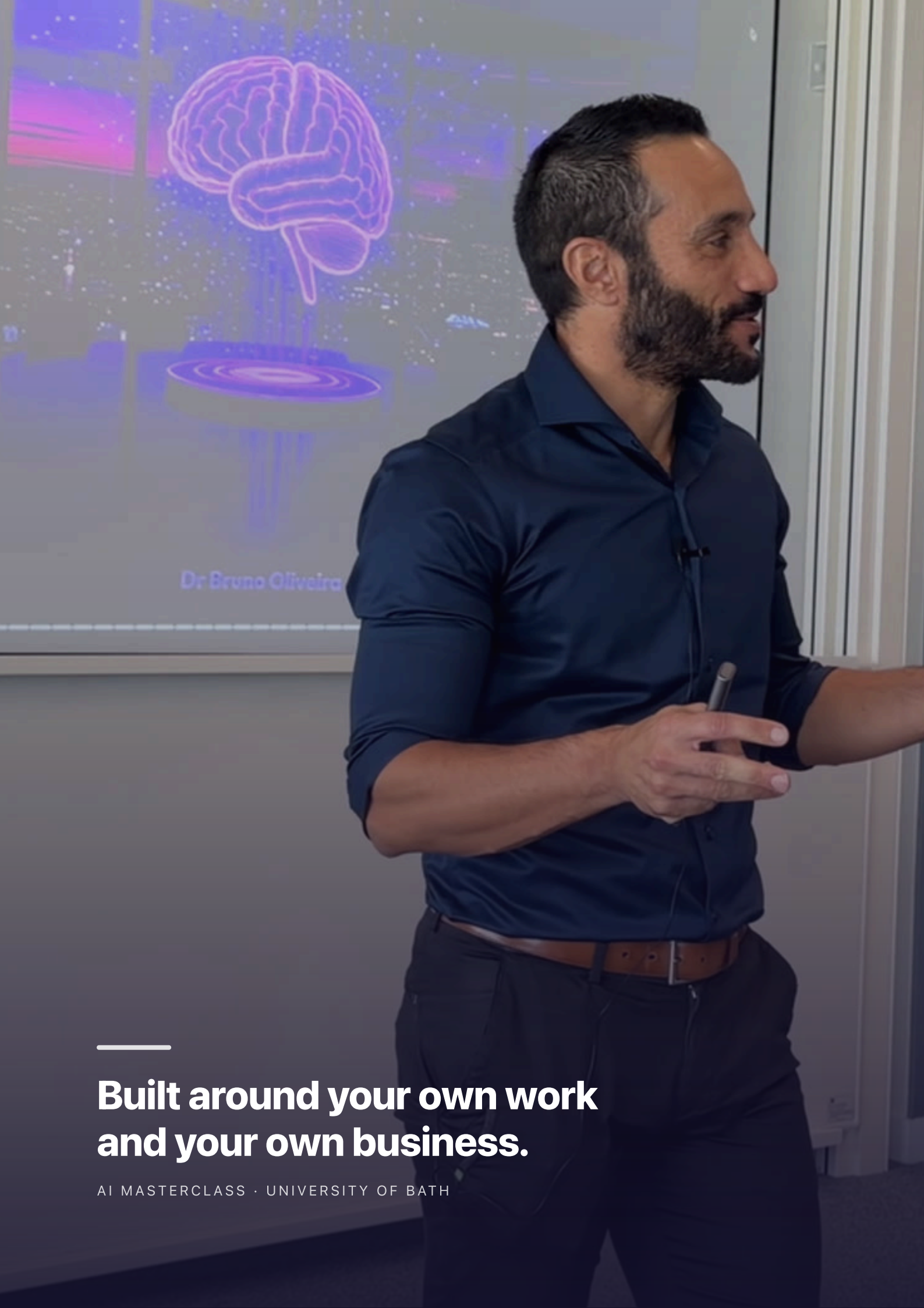
Peer-tested roadmap

Put to your peers, challenged, and revised.

The models keep changing. The brain you build here compounds.

Everyone rents the same models, so no advantage lives there. It lives in what these 15 assets start to capture: **how your firm prices, decides, sells and serves — codified so it compounds**, instead of walking out of the building every evening. Swap the model underneath whenever a better one ships; **the brain stays yours, and it is the part a competitor cannot buy**.

AI can be bought. The advantage has to be built.



Built around your own work and your own business.

AI MASTERCLASS · UNIVERSITY OF BATH

THE PROGRAMME

Thursday to Saturday.
Two working days and one morning.

An SME leader gives up two working days, not three. The half day comes out of the weekend — and it is the half day where **everything you have built becomes a plan**.

DAY 1 · THURSDAY

Master the Tools

The model landscape that actually matters. Expert prompting. Context and projects — **why context beats cleverness**. Deep research. Your AI advisory board. Turning output into board-ready work.

You leave with a working personal AI operating system for your role, and an AI opportunity report on your own company.

DAY 2 · FRIDAY

Transform the Business

The media layer. Your data, talking — **spreadsheet to live dashboard**. Agents and automation: what to delegate and what never to. A real regional SME transformation, before and after. Safety, GDPR and the human-in-the-loop rule.

You leave with the template for your company AI policy, and a matrix that shows where the return is.

DAY 3 · SATURDAY

Make It Happen

Leading the change: crawl, walk, run. Overcoming team resistance. **Building your 12–36 month roadmap and your First 90 Days plan**, and testing them with your peers. Ends 13:00.

You leave with a roadmap you can act on, and a certificate from the University of Bath.

Refreshed before every cohort. AI moves quickly, so the programme is updated before each cohort to reflect what has changed. The foundations, and the ways of using AI for competitive advantage, stay at its core.

WHO TEACHES IT



Dr Bruno Oliveira

Senior Lecturer in Strategy and Entrepreneurship, and Director of Studies for the MSc in Entrepreneurship and Management at the University of Bath School of Management.

He does not only teach this. For the past 3 years he has been **building and installing AI operating systems in real businesses**, his own included, and working with the leadership teams of **large corporate and multinational groups** — which is why the programme is about **what actually works** rather than what demonstrates well.

2,000+ professionals trained. 100+ AI tools stress-tested. The programme teaches the fraction that survived.

- Dean's Award for Teaching Excellence
- PhD, Aston Business School
- Help to Grow faculty
- Serial entrepreneur
- 10+ years teaching MBAs and executives
- Builds AI operating systems for SMEs and large enterprises
- Works with corporate and multinational leadership teams

> **"This is the age of the generalist manager. If you know how to direct it, you have specialist expertise at your fingertips — and the job shifts from doing the work to being the architect."**

How the 2.5 days are taught

You see how the tools are used on real work, then use them on yours, with help beside you; **every lab stays open on the programme hub afterwards**, because capability, not inspiration, is what the two and a half days are for.

FIT

Who this is for

Built for you if...

- ✓ You **own or lead a business** of roughly 10 to 250 people
- ✓ You **lead a function** — operations, marketing, finance, HR — and **AI adoption has landed on your desk**
- ✓ You want the business to be **measurably better**, not only yourself to be smarter
- ✓ You have tried AI in pockets and want it **joined up, governed and scaled**
- ✓ You would rather **build the judgement in-house** than rent it indefinitely
- ✓ You see AI as a **career accelerator** — the professional who masters it does more, better, faster

Probably not for you if...

- — You are a developer, data scientist or technical specialist — this is strategic and applied, not engineering
- — You want to master one specific tool and nothing else
- — You are looking for an introduction to what AI is
- — You cannot commit to being in the room for the full two and a half days

Three ways to learn about AI. They are not the same purchase.

ONE-DAY TOOL COURSES	APPLIED AI FOR BUSINESS LEADERS	PREMIUM EXECUTIVE PROGRAMMES
Typically a few hundred pounds	**£2,500 · 2.5 days, in person**	£5,000 – £9,000+
One day, often online	**Hands-on, but on your own business**	Three to five days, or months blended
Teaches today's platform	**Tools as the means — judgement is the point**	Strategy-first, often little hands-on work
You leave with a skill	**You leave with a roadmap and a library of 15 labs**	Frameworks and a senior peer network
Usually run by resellers with something to sell	**University neutrality: no product to push**	Built for the C-suite of large organisations
Larger groups · one and done	**Personal guidance, limited places · a 2-hour online follow-up clinic about 60 days later**	London and Oxbridge · frequently waitlisted

Per contact hour, this programme costs roughly a third more than a one-day online course — for in-person delivery, work on your own business, and a library of 15 labs you keep.



A World Heritage city.
A state-of-the-art business school.

Bath is a city people are glad to arrive in — and learning of this nature happens truly in person. Two and a half days of focus, away from the office: catering throughout, the Friday evening cohort dinner, and a small cohort of other leaders working on the same problem you are.

UNIVERSITY OF BATH · CLAVERTON DOWN · AN HOUR FROM BRISTOL AND THE M4

11–13 March 2027 | Thursday – Saturday | Limited places | £2,500 · alumni £1,990

INVESTMENT

What it costs, and what is included

£2,500

per place · £1,990 for Help to Grow and University of Bath alumni, a £510 reduction

- ✓ **2.5 days in person** on the University of Bath campus
- ✓ **The full library of 15 labs**, templates and the resource toolkit
- ✓ An **AI Opportunity Report** generated on your own company
- ✓ Catering throughout, and the **Friday evening cohort dinner**
- ✓ University of Bath **certificate of completion**
- ✓ A **2-hour online follow-up clinic** about 60 days later, to review what you have built and plan the next step

What you bring

- A laptop and your phone
- Nothing to prepare: **sample data is provided for every exercise**
- Claude Max or ChatGPT Pro, $100 a month (about £75 plus VAT), arranged by you

A setup pack goes out two weeks beforehand — so nobody starts the first exercise locked out.

£2,500 is a lot to justify.

Frame it against the alternative. **Most organisations waste considerably more than that in their first year of AI** — subscriptions nobody uses, a project that stalls, or a data slip. Two and a half days that prevent one of those pays for the programme several times over. And you do not leave empty-handed: **you leave with a roadmap you can put to work on the Monday**.

11–13 MARCH 2027

Limited places. Book yours early.

To book your place, or to ask anything first, send a two-minute enquiry at the address below and choose ‘March 2027’: **a person replies within two working days**.

appliedaileaders.co.uk

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