

EXPLORING AI FOR ORGANIZATIONAL AND SOCIETAL INNOVATION



Artificial Intelligence (AI) is a disruptive force that is reshaping business, government, and society. Understanding the applications of AI within organizations and having a grasp of the associated challenges is essential for leaders in both the public and private sectors.

Are you up to speed? Is there a business case for new applications of AI within your organization? And do you understand the risks and rewards?

CBS EXECUTIVE TECH LEADERSHIP 2025

CENTRAL THEMES

- Practical business applications of AI
- Evolution of AI applications in Europe and the United States
- Knowledge and tools needed to utilize AI for strategic decision making
- Long-term effects of AI on the private and public sector
- The future of artificial intelligence
- Legal and societal dilemmas of AI implementation
- Ethical considerations of AI and precautions

CBS Executive reserves the right to make changes



COURSE INSTRUCTOR



Christina Lubinski
Professor of Entrepreneurship at Copenhagen Business School (CBS)

Christina Lubinski is Professor of Entrepreneurship at CBS and principal investigator of the Carlsberg Foundation Semper Ardens: Advance project “[Rethinking Entrepreneurship in Society](#)” (2023-2028). She studies the impact of entrepreneurship on industries and societies, and advocates for the need to understand human leadership and resistance to innovation in venturing activities. Her research has been published with Cambridge University Press, and in a series of academic journals in entrepreneurship, strategy, and business humanities. Before joining CBS, Christina worked at Harvard Business School and at the Greif Center for Entrepreneurial Studies at the University of Southern California.

PARTNERS

For this course, entrepreneurship faculty from Copenhagen Business School will join forces with a network of partners from Denmark and the United States, including:

- **Jack Crawford**, founder and General Partner of the AI-focused Venture Capital firm [Impact Venture Capital](#) in California
- **Ann-Christina Lange**, CEO & Consul of the [Innovation Centre Denmark in Boston](#), an institution with strategic focus area in AI, health, and entrepreneurship
- **Dan Wadhwani**, entrepreneurship professor at the [University of Southern California, Greif Center for Entrepreneurial Studies](#), which consistently ranks among the top five entrepreneurship centers in the world

Together with these partners, we will explore AI in a non-technical and accessible way, providing strategies and frameworks that can help your organization innovate and support continuous learning about AI.

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INTRODUCTION

Being all-in on AI is expected for Silicon Valley startups and digital native organizations. However, they are no longer the only companies interested in transforming themselves with AI. The growing potential of the technology has transcended these early adopters, leaving a lasting mark across various industries and society. Legacy companies, public administrations, and even small to medium-sized enterprises increasingly turn their attention to AI to drive innovation. Amid this rush, it is important to realize that achieving success in AI hinges not only on the technology itself but also on effective human leadership, organizational structures and systems, and the ability to adapt strategically. Implementing AI requires redesigning products and services as well as remaking the organizations that effectively deliver them.

This course explores how to harness AI for organizational innovation and entrepreneurship. Through the study of existing AI applications in Europe and the United States, you will gain the competencies necessary for making informed decisions for your AI strategy. By engaging with AI thought leaders, including entrepreneurship faculty, public administrators, founders, and VC investors, we will explore the opportunities and challenges associated with AI business applications, as well as the wider ramifications of integrating this technology into society.

CONTENT

This course offers a timely and critical analysis of AI-driven organizations and identifies emerging strategies that entrepreneurial leaders from around the world are using to bring AI solutions to the marketplace. We will explore the impact of AI on the future of work and recruiting, AI-supported creativity, the role of AI in

branding and consulting, and its use in public administrations. While learning from the big and intelligent bets that some companies have made on AI, we also critically review existing AI strategies by looking at their short- and long-term consequences for business and society.

KEY BENEFITS

After completing the course you will have gained:

- The ability to identify and assess the possibilities for AI in your organization and articulate a business case for their implementation.
- A contextual understanding of AI, its history, and evolution in different industries, to help you make informed predictions for its future trajectory.
- An opportunity to discuss with CBS faculty and industry experts to help you assess AI's opportunities, risks and rewards in business and society.
- An understanding of AI's social and ethical implications and how to address them.

PARTICIPANT PROFILE

This course is for you if you are:

- A manager in a private or public organization interested in understanding the potential and challenges of using AI in your organization.
- A team leader looking to manage AI-driven projects.
- An entrepreneur interested in how AI can support innovation and creativity processes.
- A consultant or business analyst seeking to understand how AI can be successfully implemented.
- A critical observer of recent AI developments in society.

The course does not require prior knowledge of AI or programming skills.

TESTIMONIALS

"Very well prepared and executed with a variety of high-level teachers and a broad selection of relevant topics."

**LONE GRAFF STENSALLE, PROFESSOR,
CONSULTANT IN PEDIATRICS, COPENHAGEN UNIVERSITY HOSPITAL**

"Good introduction to AI and its potentials and pitfalls in various areas. The mixed group of participants (public/private) also inspired some good discussions."

ANDRÉ JUST VEDGREN, IT MANAGER, THE GREENLANDIC HEALTH SERVICE



PRACTICAL INFORMATION

TEACHING STYLE

The course is based on a unique blend of case studies, exercises, guest speakers, and lectures, designed to explore business-relevant AI and provide adequate tools to execute different strategies. Participants are expected to actively contribute to class and interact with their peers. All teaching is in English.

PREPARATION

Before the start of the course, participants will get access to the course web portal, where relevant articles, material, assignments, and case studies will be found. The material is in English.

ABOUT CBS EXECUTIVE TECH LEADERSHIP

Empowering business with Tech!

CBS Executive Tech Leadership programs are designed for leaders without technical background to address the critical intersection between strategy, leadership and technology.

Our programs are research-based and impact-driven and mix sound research-developed models and theory with practical advice from expert practitioners to provide tangible, impact focused outcomes.

All training is hence focused on active participation, dialogue and sparring with the educators as well as other participants. No examination will take place.

DATES

18-22 August 2025,
daily 09:00 - approx.16:30

VENUE

Copenhagen Business School - Frederiksberg

CERTIFICATE

A digital certificate is issued after the course, given active participation all days

TUITION FEE

DKK 29,000 (excl. Danish VAT: 25%)
Includes all expenses associated with the course apart from accommodation and transport

REGISTRATION

Deadline for registration 1 June 2025
Signup at cbs-executive.dk

CONTACT INFORMATION

Tobias Thaning, tt@cbs-executive.dk
Phone +45 3511 6000

