



Virtual interactive training course

HARNESSING AI FOR BUSINESS INNOVATION

ORGANISATION SHEET

Course information

This course, developed by the HEC Liège Luxembourg with support of the Luxembourg House of Financial Technology, is a firsthand opportunity to develop effective AI strategies and manage AI strategies within organisations. Offering concrete insights into the challenges and opportunities associated with AI adoption and organisational change, you will understand the transformative potential of AI in marketing, customer analytics, finance, and the future of work. You will also explore ethical considerations, responsible practices, as well as analytical and critical thinking. You will explore how AI can drive innovation, enhance decision-making, and create value for organisations.

Upon successful completion of this course, participants will be able to:

- Strategic thinking and management of AI: Participants will be equipped with the knowledge and skills to develop effective AI strategies and manage AI initiatives within organisations. They will understand the challenges and opportunities associated with AI adoption and organisational change.
- Awareness of AI's impact and potential: Participants will have insights into the impact, challenges, and opportunities presented by AI technologies. They will understand the transformative potential of AI in areas such as generative AI, marketing and customer analytics, finance, and the future of work.
- Application of AI throughout an organisation: Participants will be familiar with the practical applications of AI in an organisation, including marketing, customer analytics, and finance. They will understand how AI can drive innovation, enhance decision-making processes, and create value for organisations.
- Analytical and critical thinking skills: Participants will develop analytical and critical thinking abilities to evaluate AI technologies, assess their potential impacts, and identify suitable opportunities for their implementation within different industries and sectors.
- After learning AI tools, you gain valuable exposure to real-world applications, enabling you to tackle complex problems, automate tasks, and make data-driven decisions with confidence.
- Ethical considerations in AI: Participants will have a strong understanding of the ethical implications and responsible practices in AI development and deployment. They will be able to identify and address potential biases, fairness issues, and social impacts associated with AI projects.

HEC Liège Luxembourg

HEC Liège has close connections with Luxembourg which currently hosts 1,300 of their active alumni. HEC Liège felt this made Luxembourg a natural home for a Business School and the place to offer an International MBA and other Executive Educational programmes.

HEC Liège Luxembourg, like the House of Training / ATTF, is located at the Chamber of Commerce in Luxembourg, in the Financial and European District, and proposes new high-level programmes focused on attracting and developing worldwide talent for the local and international job markets.

Methodology

Twelve three hours sessions of training with study work between the scheduled dates.

This training is organised in collaboration with



and provided with the support of



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG



Target audience

AI is appearing in all avenues of both our day-to-day and professional lives. This course is designed to give professionals and enthusiasts a deeper understanding of the growing deployment of AI in business and how to implement change within their organisation to stay ahead of the curve.

Admission conditions

Candidates must have a bachelor's degree OR 3 years of professional experience (to be specified in the application form and in their accompanying resume)

Expert

Mr **Fateh Amroune** is a seasoned technology strategist and innovation leader with over two decades of experience in the digital and software industries. As of January 2025, he serves as the Luxembourg's AI Factory lead, a European initiative aimed at accelerating AI adoption across startups, SMEs, and large enterprises. He is also adjunct professor at HEC Liège Luxembourg where he teaches AI to MBA students.

Prior to this, Amroune held the position of Director at Deloitte Luxembourg from June 2019 to December 2024, where he led innovation and Generative AI service delivery transformations, guiding companies through their AI integration journeys.

His international career spans roles in France, the Netherlands, and the UK, including leadership positions at TomTom, Yell, and European Directories. He also founded the London-based startup Okurso and served as Chief Digital Officer at Energie Perspective in France.

Academically, he holds an engineering master's degree from Strasbourg, a management master's from London, and a strategy and innovation master's from Oxford. He is bilingual in English and French and has contributed articles to Forbes France, Paperjam and Silicon Luxembourg.

Language

A good command of English is required.

Duration, Dates & Time

This course will last 36 hours, divided in twelve sessions of three hours each that take place from 18.30 to 21.30 Luxembourg time (CEST or CET; please check if the start of Daylight-Saving Time in Luxembourg in the last weekend of March will affect your schedule) on the following dates:

- Tuesday 20 January 2026
- Tuesday 27 January 2026
- Tuesday 3 February 2026 > *no course on 10 February*
- Tuesday 17 February 2026
- Tuesday 24 February 2026
- Tuesday 3 March 2026
- Tuesday 10 March 2026
- Tuesday 17 March 2026
- Tuesday 24 March 2026 > *no course on 31 March and 7 April*
- Tuesday 14 April 2026
- Tuesday 21 April 2026
- Tuesday 28 April 2026

Participation in all sessions is mandatory.

The course will take place online.

Disclaimer

By delivery date, any training documentation shall be subject to regular reviews and updates amending the table of content as described in the course description linked above.