

**Spotlight
on
Artificial
Intelligence**

**Management
Education
for a
Changing World**

**27th
CEEMAN
Annual Conference**
25-27 September 2019



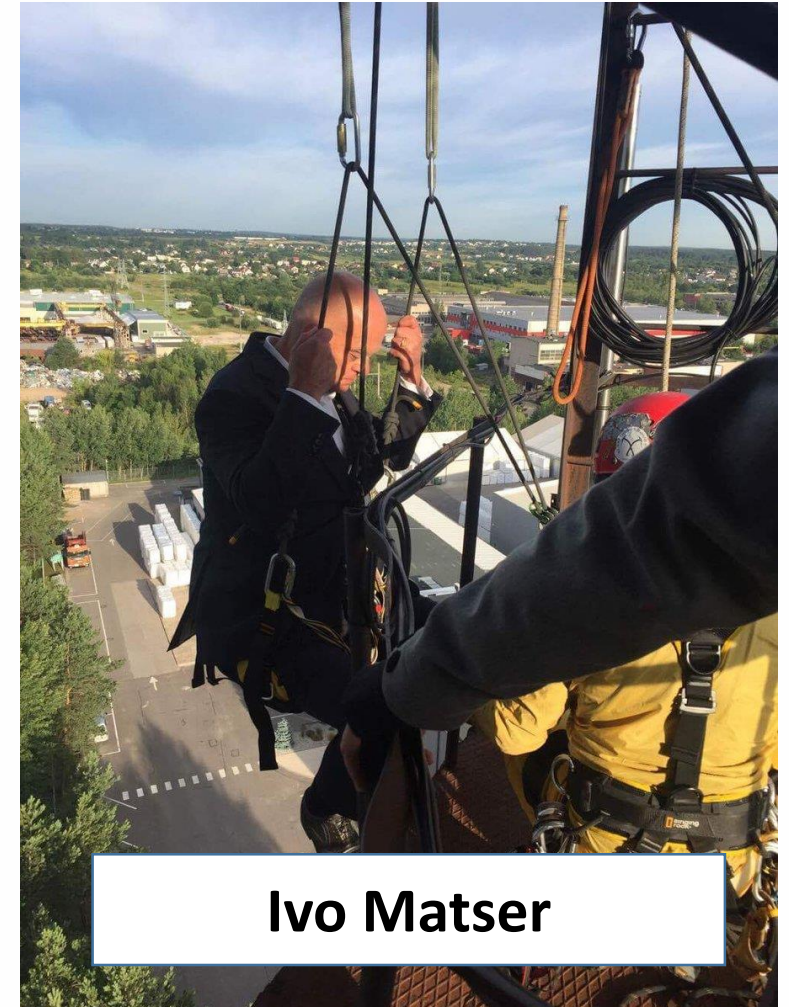
CEEMAN

GISMA

**BUSINESS
SCHOOL**



The Academy of Business in Society



Ivo Matser

The spotlight on Artificial Intelligence



- ?
- ??
- Who is the expert? Do we have experts?
- Journey with or without destination?
- Now we have to practice what we preach:
becoming change agents!!!

How to judge to take Right decisions?

- No scale needed anymore?
- Customization is not costly anymore
- Stuck in statistics?
- Do I want to be predictable?
- My identity?
- Confidentiality / data-protection



Today?

- No answers: they will expire in 24 hours
- Finding the key questions
- Dialogues
- Learning from questions
- Follow up?



What should management schools do differently that at present to prepare managers for the opportunities and threats of Artificial Intelligence?



Content and process of teaching

Content of programs

Structure of education / programs and assessments / examination / grading

Learning (didactics)

Content and process of research

Content

Sharing and cooperation in research process

Publications

To connect to management practitioners

The role of practitioners / managers

Collaborating and co-creating

Innovation and content development

With respect of internal systems

IT / E-learning / SIS

Organization (academic and administrative)

Quality systems / accreditations

FIRST Work sessions (groups): 20 minutes

16 Groups	What additional questions do we need to answer to judge AI as opportunity or threat? Question groups	Answering the 4 clusters of questions in a positive way YES groups	Answering the 4 clusters of questions in a negative way NO groups	Reporting group. (no opinion) With format: . key question . key YES . key NO
Cluster 1	Group 1Q	Group 1Y	Group 1N	Group 1R
Cluster 2	Group 2Q	Group 2Y	Group 2N	Group 2R
Cluster 3	Group 3Q	Group 3Y	Group 3N	Group 3R
Cluster 4	Group 4Q	Group 4Y	Group 4N	Group 4R



SECOND Work session in groups: 20 minutes

Groups Q and R change the roles.

Groups Y and N change roles.

Group size 3-7 pp