
UNIVERSITÀ CAMPUS BIO-MEDICO DI ROMA
UCBM
ACADEMY
Executive Master
Applied artificial intelligence engineering

One program, different learning objectives

Artificial Intelligence is not a technological add on, but a **collective capability**. Experts will not be replaced by AI, but by those who know how to use it. The same applies to organizations: companies will not be replaced by AI, but will be left behind by those able to integrate it into their **vision**, **governance**, and **strategic decision making**.

In today's digital environment, AI is a key driver of **value creation**, **innovation**, and **competitive advantage**. However, effective adoption requires more than experimentation. It demands the ability to embed AI into corporate strategy, operating models, and leadership processes, transforming potential into measurable and sustainable impact.

The new challenge is a responsible adoption. AI adoptions needs more for senior professionals able to govern its implementation, managing technological, organizational, and regulatory risks, ensuring responsible and compliant use, and translating innovation into long term value.

AI adoption is fundamentally a team effort. While specific technical skills remain essential, successful adoption depends on organizational alignment and effective leadership. The most critical challenges emerge at the level of governance and strategic direction: competence gaps, regulatory heteropgeneities, luck of clear business models.

For this reason, executive AI learning must go beyond technical specialization and embrace an integrated perspective. This Master is built on a dual foundation: developing **role specific competencies** and enabling organizations to operate cohesively in **AI driven environments**, preparing leaders to act as strategic decision makers and transformation enablers.

	VALUE CREATED	**KPI[1,2,3]**
Top management	New AI-based products and services, new business models, platforms	x3-x5 economic growth vs. companies with limited adoption
Meso management	Process redesign, AI integration into workflows, decision support for business function	+15-30% improvement in operational KPIs (productivity, efficiency, throughput)
AI specialist	Task automation, data quality improvement and development	+3-7% function revenue and/or -5-15% operating costs

Sources: [1]Deloitte – State of AI and Intelligent Automation Survey; [2]McKinsey – The State of AI; [3]BCG – Are You Generating Value from AI? The Widening Gap

CURRICULUM

This program is a pragmatic and high-impact learning journey, designed to shape leaders who can govern AI with authority, responsibility, and strategic foresight.

You will benefit from a productive learning experience made up of lessons, labs, case studies, group work sessions, and work based individual projects with a high-level faculty encompassing both international academics and professionals.

TARGET AUDIENCE

One program. Three profiles. One team.

Top Management

- ~1% of the program – executive sessions only
- Learn to decide where AI creates value and govern its risks
- Example: CEO, CFO, Head of Strategy, Board member

Meso-Management

- ~10% of the program – executive sessions + joint intros + applied workshops
- Learn to turn strategy into operations: redesign processes, lead hybrid human-AI teams
- Example: Head of Operations, HR Director, Plant Manager, Head of Digital

AI & Digital Roles

- 100% of the program – all 10 modules, end-to-end
- Learn to build, deploy and operate AI systems that deliver measurable business value
- Example: Data Scientist, ML Engineer, AI Product Manager, Digital Innovation Lead (internal or external to be recruited)

MODULE STRUCTURE

Each module is designed as a **complete learning journey**, combining individual study, team collaboration, and leadership development, reflecting how AI operates in real organizational contexts.

The program includes 10 modules that balance **theory**, **practical application** and **strategic insight**. Each module begins with Profile A, Top Management, focusing on leadership, governance, and the strategic impact of AI. A joint session then brings together Profiles A, B, and C to ensure alignment, a shared language, and common objectives.

Profile A plays a key role in guiding direction and supporting strategic decision making. Profile C, focused on AI intensive roles, explores technical and methodological aspects, while Profile B contributes where business process integration is essential.

Throughout each module, **lab activities** and **project based** work allow participants to apply concepts to **real use cases**, supported by faculty and guided by leadership.

This structure connects theory and practice, fosters cross functional collaboration, and develops both technical and leadership capabilities, offering a holistic and transformative learning experience.

MODULE	SUBJECTS
1	AI GOVERNANCE, ETHICS AND REGULATION
2	AI TECHNIQUES & ML FUNDAMENTALS
3	GENERATIVE AI & LARGE LANGUAGE MODELS (LLMs)
4	AI BUSINESS ANALYTICS, FORECASTING & DECISION SUPPORT SYSTEMS
5	HUMAN FACTORS, ETHICS & ORGANIZATIONAL CHANGE
6	AI PROJECT MANAGEMENT & OPERATIONALIZATION
7	AUTOMATION, AGENTS & AI-ENHANCED PROCESSES
8	CYBERSECURITY FOR AI & AI FOR CYBERSECURITY
9	DATA PRIVACY, LEGAL FOUNDATIONS & COMPLIANCE
10	AI IN BUSINESS FUNCTIONS & INDUSTRY APPLICATIONS

TURNING KNOWLEDGE INTO ACTION: THE PROJECT WORK EXPERIENCE

Project Work is a **core component** of the Master, designed to develop the ability to apply AI in real organizational contexts, while experiencing governance and leadership dynamics. Activities are carried out by Profiles B and C, under the strategic guidance of faculty and Profile A acting as project leads.

Module level projects focus on key business functions such as HR, Finance, Operations, ICT, and Marketing, enabling participants to address shared challenges and encourage cross organizational learning, in alignment with the program's objectives.

The Final Project is **company specific**, involving participants from the same organization and addressing a **high impact AI use case**, ensuring strategic relevance and direct connection to business priorities.

Across all projects, faculty and Profile A define objectives, constraints, and success criteria, ensuring alignment with strategic, regulatory, and ethical standards. Profiles B and C manage execution, while leadership provides guidance and evaluation.

This structure reflects real organizational dynamics, fostering the ability to **design**, **govern** and **scale AI initiatives** and enabling the development of **sustainable organizational capabilities**.

CAREER IMPACT

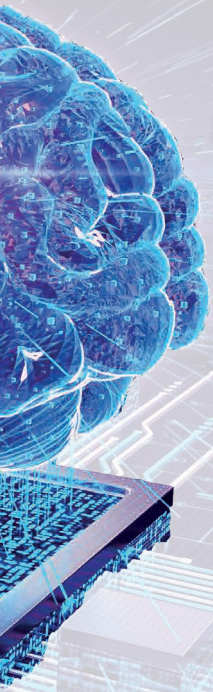
Be the strategist behind AI-driven change

Upon completing the Master, participants will be able to move beyond theoretical knowledge and operate AI within **real organizational environments**, bridging the gap between **technical potential** and **business application**. The focus is not only on understanding AI, but on learning how to translate it into actionable solutions embedded in complex corporate settings.

Participants will develop the capability to design, evaluate, and implement AI initiatives aligned with organizational priorities, balancing performance, governance, risk, and compliance (including AI Act and GDPR). A strong emphasis is placed on the ability to work with data ecosystems, AI infrastructures, and decision support systems in a way that is consistent with real operational constraints.

The Master includes in an applied project work experience, designed to reflect real organizational challenges and to consolidate learning through direct application.

Rather than preparing specialists in isolation, the program aims to form professionals capable of **bringing AI into practice**, supporting organizations in the transition from experimentation to **structured and sustainable adoption**, and enhancing the ability to generate **tangible value from AI investments** within their professional context.



DEVELOPING ESSENTIAL SOFT SKILLS

Alongside technical and strategic competencies in AI, the Master strengthens **human and leadership skills** that are essential to guide transformation in complex organizations, in line with future of work priorities highlighted by the World Economic Forum.

Through collaborative projects, cross functional teamwork, and experiential learning, participants develop key capabilities such as **critical thinking, problem solving, creativity, communication and strategic decision making**, enabling them to operate effectively in AI driven environments.

Within the Master journey, these tools and methodologies are embedded to support the development of professionals capable not only of managing AI systems, but also of leading people, teams, and change processes in a structured and sustainable way.

KEY FACTS

DIPLOMA. The Executive Master in Applied Artificial Intelligence Engineering is a first-level Degree Programme.

It is accredited by the Italian Ministry of Education as a "Master Universitario di Primo Livello" and provides students with at least 60 ECTS (European Credit Transfer and Accumulation System)".

The Master's Diploma and ECTS will be awarded to participants who have passed all mandatory exams and assessment tests.

TUITION FEE. The tuition is € 20.000. Payment is made in four installments.

START AND DURATION. 19 November 2026 | 12 months

HOW TO APPLY. The application for admission can be submitted no later than 29 October 2026 using the online procedure available on the **dedicated page**.

KEY FACTS

ADMISSION REQUIREMENTS. A bachelor's or master's degree is a pre-requisite for the admission. Fluent English is required.

LEARNING APPROACH. Delivered in a blended format, the programme combines on-campus experiences with online learning environments, offering flexibility, continuity and high-impact interaction.

LANGUAGE. Italian end English

LOCATIONS AND CONTACTS. Rome - Italy
For any further information please write to
ucbmacademy@unicampus.it
or call (+39) 06 22541 9300

STRATEGIC PARTNERSHIPS & ECOSYSTEM

UCBM Academy is an ecosystem of **Innovation Strategy**, a hub for **Next-Gen Learning**, and an active node in a strong **International Network**. A laboratory of ideas, culture, and innovation where academia, businesses, and institutions collaborate to shape the future, share high-value experiences, foster change, and build quality networking. Becoming a Sponsor means joining this ecosystem and actively contributing to the development of strategic and scientific skills focused on innovation, leadership, and impact.

PLATINUM SPONSOR – € 40.000,00 + VAT

1. **Executive Development –** Training for **4 participants**:
   - 1 Top Manager
   - 1 Meso Manager
   - 2 Specialist: company team members or Master participants sponsored through a company-funded scholarship
2. **Tailor-Made Strategic Project**
   - Development of a custom project aligned with the company's strategic needs. Integration of company tools into the project, subject to approval.
3. **Networking**
   - Access to the exclusive UCBM Academy partner network, with reserved events on emerging trends and innovation, where partners play an active and leading role in discussions and strategic dialogue.
4. **Brand Exposure**
   - Recognition as Main Sponsor
   - Premium brand prominence across Master's ecosystem and flagship events
   - Priority placement in all official communications and materials
5. **Scientific Contribution**

In agreement with Scientific Direction:

- CEO Keynote Talk within the Master
- Opportunity to designate a company representative to the Scientific Committee, contributing to the program's academic and strategic development
- Contribution to teaching activities through selected lectures

GOLD SPONSOR – € 20.000,00 + VAT

1. **Executive Development -**Training for **1 company team member.**
2. **Project Collaboration**

- Collaboration with other partner companies on shared projects within the Master program
- Opportunity for company tools to be featured in the program, if deemed relevant by the Scientific Direction

3. **Networking**

- Access to the UCBM Academy partner network, enabling connections with fellow industry and academic leaders.

4. **Brand Exposure**

- Company logo and profile included in all Master-related communications and events

5. **Corporate Upskilling**

- **10% discount** on enrollment fees for additional company team members

6. Scientific Contribution

In agreement with the Scientific Direction:

- Contribution to teaching activities through selected lectures or company testimony

SCIENTIFIC DIRECTION

Andrea Conte
Founder & CEO Innova Semplice (INVESTCORP)

Leandro Pecchia
Former WHO Innovation Manager for IPC and Pro-Rector Research,
Università Campus Bio-Medico di Roma

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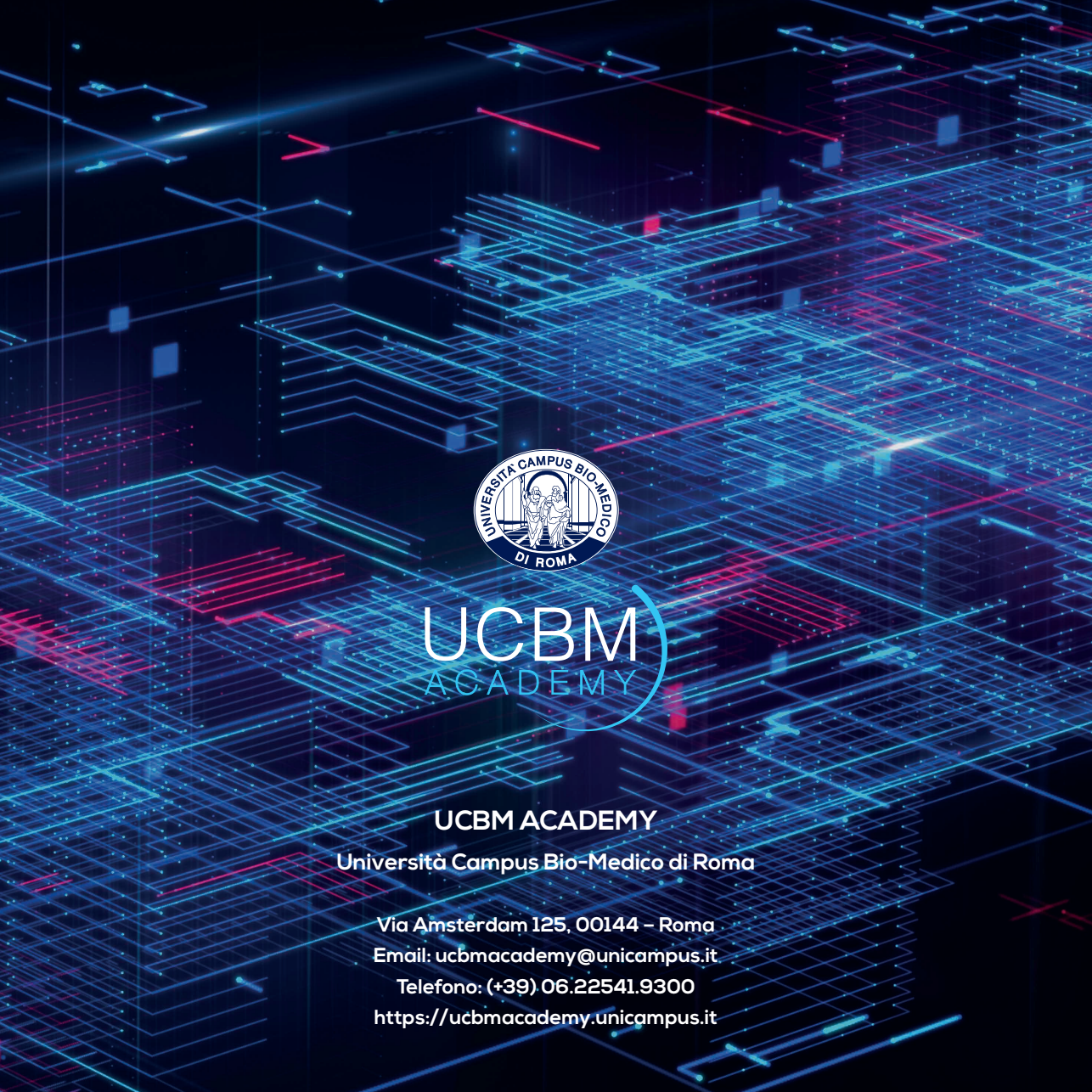

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