

Cambridge Judge Business School • Executive Education

GENERATIVE ARTIFICIAL INTELLIGENCE: FROM HYPE TO BUSINESS IMPACT - CYPRUS

22-23 May 2025 | Amathus Beach Hotel, Limassol



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CAMBRIDGE
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Generative Artificial Intelligence: From Hype to Business Impact - Cyprus

This programme is for executives seeking a genuine understanding of the potential and limitations of generative artificial intelligence (AI). Rather than blindly chasing the latest trends, we invite you to step away and explore AI's core principles. Led by distinguished faculty from the University of Cambridge, this 2-day face-to-face programme will enable you to comprehend the inner workings of AI, assess its true value, and strategise its application within your organisation.



Dates and Fee

- 22-23 May 2025
- Programme fee*: £3,000 + VAT (where applicable)



Venue

Amathus Beach Hotel, Limassol

The facilitator for Cyprus



CIM - Cyprus Business School

CIM-Cyprus Business School was established in 1978 in Nicosia as The Cyprus Institute of Marketing and has been operating also in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 45 year CIM-Cyprus Business School has evolved into an all-round Business School, offering an array of programmes at both Undergraduate as well as Postgraduate level – from Marketing, Business, to Accounting and Finance, Shipping, and Human Resource Management, Law, and other.

Over the years, CIM-Cyprus Business School has provided the opportunity to more than 10,000 students to acquire acclaimed qualifications and fulfil their aspirations. A lot of our students are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers. Though CIM serves students of all ages and all walks of life, we still offer evening classes exclusively – in order to cater for the needs of working individuals. We still put emphasis on combining theory and practice and remain committed to offering the best and most accessible education at the most affordable fees.

Programme overview

This programme explores generative AI, shedding light on its far-reaching impacts. Participants will develop a solid understanding of large language models like ChatGPT and image generation models like MidJourney and DALL-E. We will take a deep-dive to understand how they work, and therefore why sometimes they don't work. We will also talk about the latest research for what is coming next for generative AI.

With the guidance of expert faculty, you will gain invaluable insights into integrating AI into organisational functions. Practical advice will enable you to tailor your AI implementation strategies to your specific business needs. By showcasing how AI genuinely enhances business workflows, adding value in creating more efficient processes, and releasing valuable time from workflows, this programme equips participants to strategically harness the power and potential of AI to benefit their teams and their organisations.



Top Five Challenges

Leaders come to Cambridge to solve challenges in their organisations. If you are facing one of these five challenges, this programme will help you solve it.

1 What are the capabilities and limitations of using AI?

3 How can I effectively drive AI strategy in my organisation?

2 How can I identify AI opportunities that align with my organisation's goals?

4 How will using AI enhance my business' workflows and add value?

5 What are the implications of AI on the future of work?



Who should attend

- Mid to senior executives, functional managers and business leaders
- Managers looking to gain an understanding of generative AI and its potential for both themselves and their teams
- Mid to senior managers looking to learn how AI can help improve performance within their functional area
- Those looking to bridge the gap between technical AI and business functions within their organisations
- Prior experience of coding is not required to attend this programme.

Programme key themes

- Learn how to integrate AI into organisational functions
- Understand AI's mechanisms, moving beyond the hype
- Understand how AI genuinely enhances business workflows and adds value
- Learn how to tailor your AI implementation strategies to your specific business needs
- Explore the ethical landscape of AI and its implications for the future of work



"This programme supports participants in honing the skills required to lead AI-driven initiatives in their business. These include embracing experimentation, distinguishing opportunity from distraction, managing risk and internal resistance, navigating uncertainty and much more. Through practical hands-on experience with AI, practitioner engagement, thought-provoking debate and strategic toolkits, we strive to deliver an applicable and multi-disciplinary learning experience that keeps pace with these evolving and powerful technologies."

Vesselin Popov, Academic Programme Director

Your learning journey

Module 1: AI in practice

- Leadership during hype and uncertainty
- Insights into neural networks
- Deep-dive into Large Language Models and image generation
- Hands-on experience of advanced prompts for AI software



Module 2: Ethics, AI and the future of work

- Evolving case law on generative AI
- Managing the AI transition in organisations
- Exploring AI consciousness
- Expert panel discussion of experiences deploying AI in organisations

Module 3: AI and business strategy

- AI for your business strategy
- Crafting an implementation strategy
- Tailoring AI to your organisation's needs



Faculty and speakers

Learn from world-leading thinkers, gain new insights and perspectives.



PROFESSOR DAVID STILLWELL

Academic Programme Director, Professor of Computational Social Science

David's research interests include psychometrics, psychology, decision-making, and social networks. He uses big data to understand psychology, and he also does consultancy on the topics of psychometrics, and people analytics. Professor Stillwell's research has been cited by many governments' national data protection regulators worldwide. He is a member of the Organisational Behaviour subject group at Cambridge Judge Business School, which aspires to promote the understanding of behaviour within organisations and translate scientific research into practical applications.



VESSELIN POPOV

Academic Programme Director, Executive Director - Psychometrics Centre

Vess' research interests include psychometrics, technology transfer and interactions between the sociolegal and commercial aspects of predictive technologies. Vess uses computational methods to help organisations better understand people from their data and he leads a multidisciplinary team of researchers and engineers at the Psychometrics Centre that put cutting-edge psychological research into practice. His work centres on the identification of areas where psychometric techniques can deliver the greatest impact and he has published research on social networks, personalised advertising and patient-reported outcome measurement.



Professor David Stillwell

Academic Programme Director

"Many businesses I've spoken to are excited by the potential of generative AI, but they are buffeted by hype. They want to know where AI can make a tangible difference."



Your Name

Credential issued on: dd/mm/yy

Programme Name

Cambridge Judge Business School Executive Education delivers specialist programmes and outstanding professional development from a world-class centre of learning and innovation. We aim to deliver programmes in a diverse format that offers access the same quality and academic rigour one associates with Cambridge University in the environment of your choice. All programmes are designed and led by an Academic Programme Director who is a member of Cambridge Judge faculty and will deliver substantial portions of that programme.

This is a certificate preview, credentials issued will conform to programme particulars.

Academic programme director name
Academic Programme Director
Cambridge Judge Business School
University of Cambridge



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Certificate of Attendance

Upon successful completion of the programme, you will be awarded a digital certificate of attendance by Cambridge Judge Business School Executive Education.

- Built-in social sharing tools allow you to celebrate your achievement with your network via LinkedIn, email and other platforms
- Make your achievement discoverable on search engines, or set it to private and share it only with selected people
- Ability to embed on your website or email
- Available for download in digital format and print.

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from Cambridge Judge Business School at the University of Cambridge.

Why Cambridge?

All of our programmes offer the same quality and academic rigour one associates with a Cambridge University education:

Faculty

- Delivered by Cambridge University Judge's world-class faculty
- Cambridge Judge is a strong research-oriented top-20 global business school with 19 research centres
- ALL programmes are designed and led by an Academic Programme Director who is a member of Cambridge Judge faculty and will deliver substantial portions of that programme.

Wider University

Drawing upon the strengths and resources of the wider University of Cambridge and the Cambridge ecosystem

- Where appropriate, Cambridge Judge draws upon the immense resources of the faculties across the University.

Emphasis on small group learning

- With small groups and classes, we continue the Cambridge Way that emphasises with high levels of interaction with world class Faculty.

Emphasis on quality outcomes

- Whilst high levels of faculty interaction are core pillars of the Cambridge Way, we also seek to monitor our delivery against the individual needs of participants; where appropriate, we utilise:
 - Psychometric testing both as part of the preparation and debrief on programmes
 - Impact studies that clearly define the outcomes secured through our programmes
- It is no accident that over a little half of our Open Face to Face participants come back to Cambridge Judge at least once, often multiple times
- Similarly, over half of our Custom programmes are with companies with whom we have worked before.







You may also be interested in:



Transformational Leadership - Cyprus

In times of rapidly changing business contexts and globalised work, managers depend more than ever on their people for success. They thus represent both a key resource and a liability for managers. Tapping the full potential of teams however, may require leadership and people management skills that stretch beyond ordinary managerial competences. In this programme, we answer the question of how managers can lead teams for maximum commitment and put motivation centre-stage.

[View more online](#)

The Cambridge Negotiations Lab - Cyprus

The Cambridge Negotiations Lab (Cyprus) is designed to improve your ability to negotiate through a range of different scenarios, from simple 2-party negotiations to complex multi-party situations. This hands-on workshop is deliberately structured around the three key tensions that exist within most negotiations: creating and distributing value, defining the interests of the principals and their agents, and empathising with another's point of view and asserting your own. Learn how to manage these tensions, whether they involve trade-offs or creatively leveraging differences. of how managers can lead teams for maximum commitment and put motivation centre-stage.

[View more online](#)





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