BENTLEY UNIVERSITY
Executive and Professional Education



A Collaborative Program Presented by Bentley University and the Association of Arab Universities (AArU), Entitled:

LEADING IN THE AI ERA

القيادة في عصر الذكاء الاصطناعي

Bentley University / Boston - USA | **19-21 / May / 2027**

LEADING IN THE AI ERA

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What Leaders Will Develop

- Develop clear institutional ambition grounded in regional priorities, global shifts, and each university's distinctive strengths.
- Identify the capabilities required to compete and collaborate:

Interdisciplinary Design	AI and digital fluency	experiential learning
workforce intelligence	partnerships	Organizational agility

- Translate ambition into a focused execution roadmap with accountable leaders, milestones, measures, and an initial 90-day action agenda.

A Focused Learning Experience

EXPLORE
how AI is changing strategy, competition, and business models.

EXAMINE
opportunity alongside governance, ethics, and implementation risk.

PRACTICE
designing transformation with evidence and a framework to deliver it.

APPLY
frameworks to decisions that matter across the enterprise.

Who Should Attend

Senior leaders and executives shaping strategy, growth, innovation, AI adoption, enterprise policy, or organizational transformation.

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Three Days. One Leadership Agenda.

The program focuses on leading a university in the AI era, combining faculty insight, case discussion, simulations, peer dialogue, action planning, and an innovation tour.

DAY 1

Setting the Direction

- The University in 2035: What Will Change, What Will Remain?
- Strategic Leadership in the AI Era
- AI for University Leaders: What Executives Need to Know
- Executive Decision Lab: The AI University



DAY 2

Mobilizing + Aligning Institutional Capabilities

★ INNOVATION TOUR

- Leading Transformation in Academic Institutions
- The Human Leader in the Age of AI
- From Data to Decisions: The Evidence-Driven University
- Leading Talent and the Workforce of the Future



DAY 3

Execution for Impact

- Governance and Responsibility
- The Innovative and Entrepreneurial University
- Leading a Globally Competitive University
- Financial Sustainability and New Business Models
- Executive Capstone: My University 2030 Agenda



SIGNATURE LEARNING FEATURES

- President's Challenge
- Leadership Assessment
- Executive Roundtable
- AI Executive Lab

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PROGRAM DETAILS

- Maximum 2 Participants per University
- Target Cohort: Up to 30 Senior Leaders

WHY BENTLEY UNIVERSITY?

- #12 Best College in the U.S. — Wall Street Journal
- #1 Career Services in the U.S. — The Princeton Review
- #2 Most Innovative University in the North — U.S. News & World Report
- #8 in the U.S. for Return on Investment — U.S. News & World Report
- Top 5 U.S. Master's in Finance — Financial Times 2026
- 98% Career Placement Rate

Where Business, Technology and Leadership Meet

Program Information:

3900$
Including Accommodation

FEES LINK

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REGISTRATION LINK

For more information, please contact:
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