



BENTLEY UNIVERSITY

Executive and Professional Education



LEADING IN THE AI ERA

A 3-Day Executive Leadership Program for the Association of Arab Universities

Future-ready universities learn as quickly as the world changes. This program helps senior leaders set a distinctive direction, align institutional capabilities, and convert strategy into measurable educational, workforce, and societal impact.

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, and 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.



FOR MORE INFORMATION

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Program Schedule: January 4-6 | 2027

Registration Close: October 12 | 2026



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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

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

Executive Capstone

Across 3 days, each participant builds a leadership agenda for their institution. The capstone connects a participant's strategic challenge with priorities, first-year moves, risks, governance, funding, and success.

SIGNATURE LEARNING FEATURES

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

PROGRAM DETAILS

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