

EXECUTIVE EDUCATION · EXCELL · PROGRAMME GUIDE

Applied AI for Business Leaders

**Build 15 working AI assets for your own
business in 2.5 days**

5–7 November 2026

University of Bath campus

Thursday – Saturday

Capped at 20 places



From AI-curious to AI-capable.

Two and a half days working on your own business, with a practitioner who builds these systems for a living — not a lecture about what AI might one day do.

DR BRUNO OLIVEIRA · ENTRECONF, BRISTOL

Most AI training teaches you a tool. This builds the **judgement** that outlasts it.

15 Working AI assets you keep	20 Places, and no more	2.5 Days, in the room	60 Day follow-up clinic
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At one end are short vendor-led courses that teach you today's platform — useful, but that platform will look different in a year. At the other are premium executive programmes with brilliant strategic thinking, at a price only a few can reach.

This sits deliberately between the two. You work hands-on with the tools, on your own business challenges. But the real takeaway is judgement: where AI genuinely helps, how to lead adoption without tripping over GDPR or team resistance, and how to build a roadmap you can act on the following Monday.

Why now

The question is rarely what a programme costs. It is what another year of guessing costs.

Your data is already leaving

Your team is using free AI tools right now, with client information, under no policy and no oversight. You will write your firm's AI policy in the room.

Money spent on the wrong things

Subscriptions nobody uses. A pilot that stalls. Most organisations waste more than this programme costs in their first year of AI.

The gap compounds quarterly

Competitors who worked this out eighteen months ago have restructured what their people do all day. That distance is not recovered in a one-day workshop.

You do not leave with notes. You leave with **15 working assets**.

Every one configured on your own company's data and problems, in the room, with help beside you. All of them still work on the Monday.

01 DAY 1
Model-selection cheat sheet
Which model, which mode, which task — tested live against the free tier.

02 DAY 1
Personal prompt library
Your three most-used prompts, rewritten to expert standard.

03 DAY 1
Configured Business HQ
A live AI workspace loaded with your company context, documents and instructions.

04 DAY 1
Competitive intelligence brief
A sourced deep-research report on your own market.

05 DAY 1
Your AI advisory board
A strategist, a sceptical CFO and a marketing director — tuned to your business.

06 DAY 1
Board-ready document
Presentation-grade output generated from the day's work.

07 DAY 1
AI Opportunity Report
Seven thousand words on your own company, from more than fifty sources — launched before dinner, waiting when you wake up.

08 DAY 2
Marketing asset pack
Campaign imagery and copy for a real campaign.

09 DAY 2
Working business dashboard
Your own numbers, live and interactive — built in an afternoon by someone who does not write code.

10 DAY 2
Agent workflow
Your first configured agent, plus a ranked list of what to delegate.

11 DAY 2
Company AI use policy
One page. Yours. Written in the room.

12 DAY 2
AI Opportunity Matrix
Impact against ease — your number one quick win and your number one strategic bet.

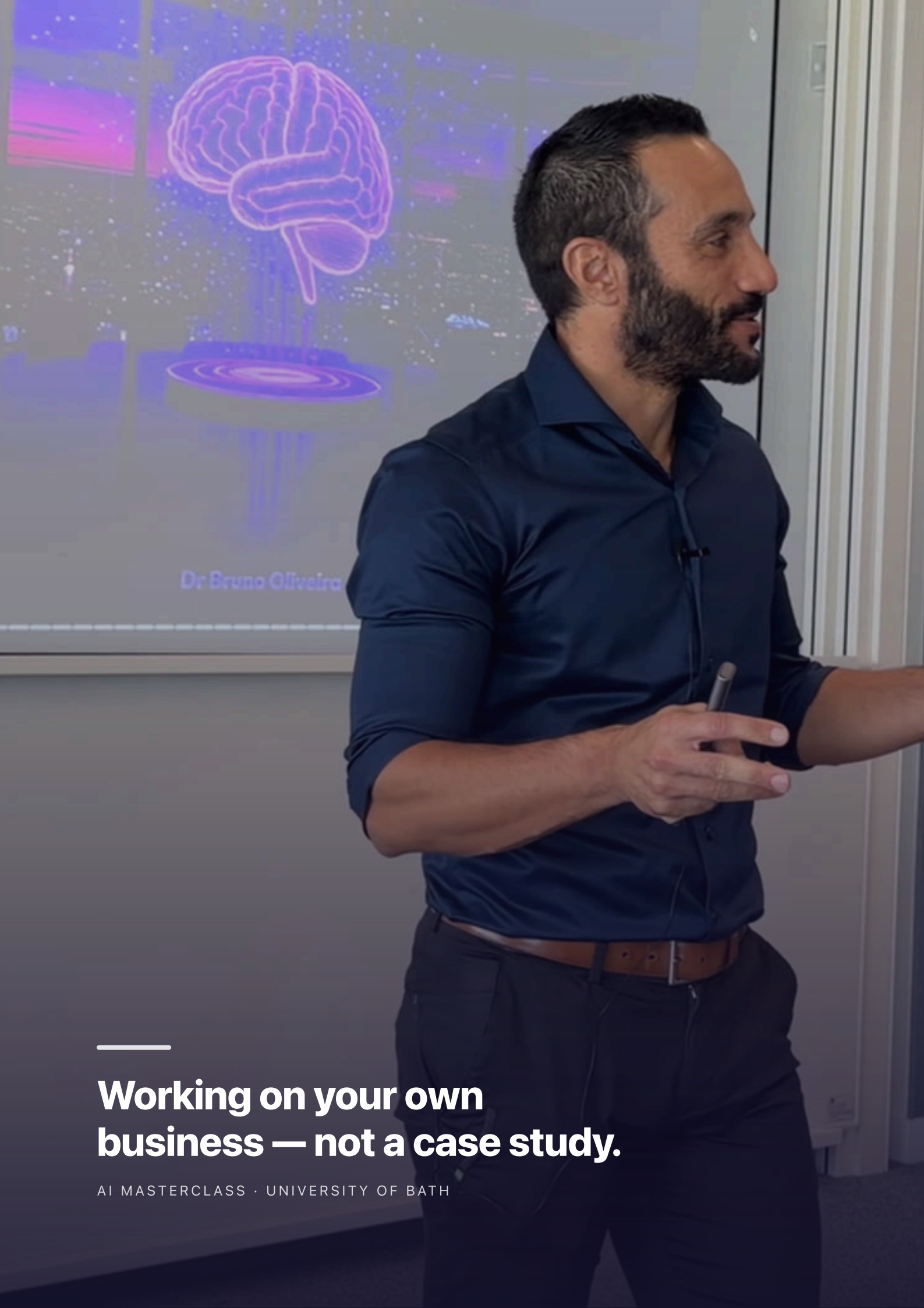
13 DAY 3
12–36 month roadmap
Quick wins, strategic bets, capability building.

14 DAY 3
First 90 Days plan
The seven-day initiative, the ninety-day wins, and who you take with you.

15 DAY 3
Peer-tested final roadmap
Presented to a panel of your peers, properly challenged, and revised before you leave.

The difference this makes

A one-day course gives you a skill. Two and a half days here gives you a plan, fifteen working assets, and something to show the person who signs off the budget.



**Working on your own
business — not a case study.**

AI MASTERCLASS · UNIVERSITY OF BATH

Thursday to Saturday. Two working days and **one morning**.

An SME leader gives up two working days, not three. The half day comes out of the weekend — and it is the half day where everything you have built becomes a plan.

DAY 1 · THURSDAY

Master the Tools

The model landscape that actually matters. Expert prompting. Context and projects — why context beats cleverness. Deep research. Your AI advisory board. Turning output into board-ready work.

You leave with a working personal AI operating system for your role — and an opportunity report on your own company generating overnight.

DAY 2 · FRIDAY

Transform the Business

The media layer. Your data, talking — spreadsheet to live dashboard. Agents and automation: what to delegate and what never to. A real regional SME transformation, before and after. Safety, GDPR and the human-in-the-loop rule.

You leave with a company AI policy you wrote yourself, and a matrix that tells you exactly where the return is.

DAY 3 · SATURDAY

Make It Happen

Leading the change: crawl, walk, run. Overcoming team resistance. Building your 12–36 month roadmap and your First 90 Days plan, then presenting it to a panel of peers who will test it properly. Ends 13:00.

You leave with a roadmap that has already survived challenge — and a certificate from the University of Bath.

WHO TEACHES IT



Dr Bruno Oliveira

Senior Lecturer in Strategy and Entrepreneurship, and Director of Studies for the MSc in Entrepreneurship and Management at the University of Bath School of Management.

He does not only teach this. For the past 3 years he has been building and installing AI operating systems in real businesses, his own included — which is why the programme is about what actually works rather than what demonstrates well.

Dean's Award for Teaching Excellence

PhD, Aston Business School

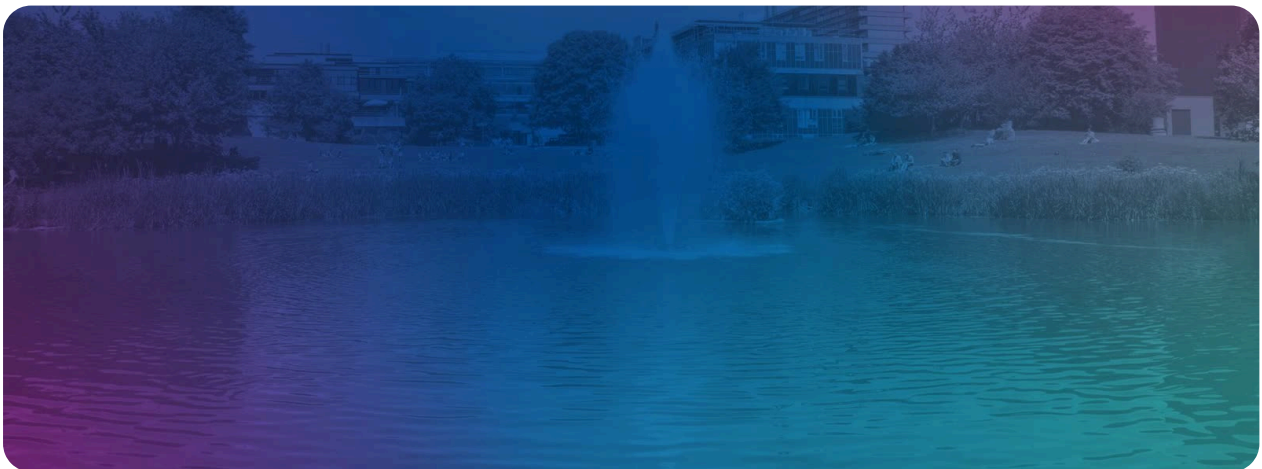
Help to Grow faculty

Serial entrepreneur

10+ years teaching MBAs and executives

Builds AI operating systems for SMEs

"This is the age of the generalist manager. If you know how to direct it, you have specialist expertise at your fingertips — and the job shifts from doing the work to being the architect."



Delivered on the University of Bath campus, Claverton Down.

Who this is for

Built for you if...

- ✓ You own or lead a business of roughly 10 to 250 people
- ✓ You lead a function — operations, marketing, finance, HR — and AI adoption has landed on your desk
- ✓ You want the business to be measurably better, not only yourself to be smarter
- ✓ You have tried AI in pockets and want it joined up, governed and scaled
- ✓ You would rather build the judgement in-house than rent it indefinitely

Probably not for you if...

- You are a developer, data scientist or technical specialist — this is strategic and applied, not engineering
- You want to master one specific tool and nothing else
- You are looking for an introduction to what AI is
- You cannot commit to being in the room for the full two and a half days

Three ways to learn about AI. They are not the same purchase.

ONE-DAY TOOL COURSES	APPLIED AI FOR BUSINESS LEADERS	PREMIUM EXECUTIVE PROGRAMMES
Typically a few hundred pounds	£2,500 · 2.5 days, in person	£5,000 – £9,000+
One day, often online	Hands-on, but on your own business	Three to five days, or months blended
Teaches today's platform	Tools as the means — judgement is the point	Strategy-first, often little hands-on work
You leave with a skill	You leave with 15 assets and a roadmap	Frameworks and a senior peer network
Usually run by resellers with something to sell	University neutrality: no product to push	Built for the C-suite of large organisations
Larger groups · one and done	Capped at 20 · 60-day follow-up clinic	London and Oxbridge · frequently waitlisted

Per contact hour, this programme costs roughly a third more than a one-day online course — for in-person delivery, work on your own business, and 15 assets you keep.

What it costs, and what is included

£2,500

per place · £2,000 for Help to Grow and University of Bath alumni, a £500 reduction

- ✓ 2.5 days in person on the University of Bath campus
- ✓ All 15 artefacts, templates and the resource toolkit
- ✓ An AI Opportunity Report generated on your own company
- ✓ Catering throughout, and the Friday evening cohort dinner
- ✓ University of Bath certificate of completion
- ✓ The 90-minute implementation clinic, 60 days later

What you bring

- A laptop
- Two or three documents about your business
- A data file, if you would like your dashboard built on real numbers
- A professional-tier AI subscription for the programme month — around £80, arranged by you

A setup pack goes out two weeks beforehand, and a toolkit clinic runs from 08:30 on the first morning — so nobody starts the first exercise locked out.

£2,500 is a lot to justify.

Frame it against the alternative. Most organisations waste considerably more than that in their first year of AI — subscriptions nobody uses, a project that stalls, or a data slip. Two and a half days that prevent one of those pays for the programme several times over. And you do not leave empty-handed: you leave with a roadmap you can put to work on the Monday.

5-7 NOVEMBER 2026

Twenty places. One cohort this year.

If you would like to talk it through before deciding — whether it is right for your business, your sector, where you are starting from — that is exactly what the conversation is for.



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