

CURRICULUM FOR THE LIFE-LONG LEARNING PROGRAM

Navigating Digitalization: Governance Challenges from Macro to Individual Levels

(1) OBJECTIVE(S):	<ul style="list-style-type: none">• Understanding the multiple impacts of digitalization on governance structures, encompassing changes in decision-making processes, access to resources, and societal organization.• Applying AI practices: acquiring the knowledge and skills necessary for planning, organizational guidance, and control at various levels. Using AI in operational processes, its impact on managerial decision-making, its role in board oversight, shareholder engagement, regulatory compliance, ethical considerations, and strategic planning involved in its implementation.• Understanding the potential risks and challenges of integrating AI, such as cybersecurity threats and moral dilemmas, emphasizing the need for a balanced approach to maximize benefits and address these challenges.• Applying practical tools and techniques: using a range of practical tools and techniques for planning, monitoring, and managing digitalization, including community engagement strategies, data collection, and analysis of the impact of digital tools in decision-making processes, and interactions of individuals with social, political, and economic systems.• Developing strategic planning and thinking capabilities to manage diversity in AI development and applying ethical frameworks for AI development and implementation.• Developing and adapting managerial and critical thinking skills to manage the complex challenges of digitalization, encouraging the analysis and evaluation of information for decision-making in an increasingly complex digital environment, with a focus on developing critical thinking, understanding digital risks, and responsible use of technology.• Acquiring skills in applying specific tools and techniques: developing the ability to use practical tools and techniques for planning, monitoring, and leading digital transformation processes, which includes community engagement strategies, data collection, and analysis to inform decisions and achieve sustainable digital transformation.
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	<ul style="list-style-type: none"> • Enhancing communication skills: developing strong communication skills to effectively convey ideas and advocate for initiatives that promote digital governance at all levels of society. • Achieving collaboration with diverse stakeholders: developing the ability to collaborate with various stakeholders, including local authorities, academia, the private sector, and civil society, to achieve sustainable digital transformation and create an inclusive digital future. 				
(2) TARGET GROUP:	<ul style="list-style-type: none"> • Undergraduate and graduate students (in social, humanities, natural, and technical sciences) • Stakeholders from the private and public sectors related to the topic of the summer school. 				
(3) METHODOLOGY:					
1. Lectures	<table border="1"> <tr> <td><input checked="" type="checkbox"/> PP slides</td> <td><input checked="" type="checkbox"/> Discussion</td> <td><input checked="" type="checkbox"/> Q & A</td> <td><input type="checkbox"/> Brainstorming</td> </tr> </table>	<input checked="" type="checkbox"/> PP slides	<input checked="" type="checkbox"/> Discussion	<input checked="" type="checkbox"/> Q & A	<input type="checkbox"/> Brainstorming
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2. Exercises	<table border="1"> <tr> <td><input checked="" type="checkbox"/> Individual</td> <td><input type="checkbox"/> Group-based</td> <td><input type="checkbox"/> Case studies</td> <td><input checked="" type="checkbox"/> Work with mentor</td> </tr> </table>	<input checked="" type="checkbox"/> Individual	<input type="checkbox"/> Group-based	<input type="checkbox"/> Case studies	<input checked="" type="checkbox"/> Work with mentor
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3. Written materials	<table border="1"> <tr> <td><input type="checkbox"/> Textbook</td> <td><input type="checkbox"/> PP Handouts¹</td> <td><input type="checkbox"/> Worksheets</td> <td><input type="checkbox"/> Questionnaire</td> </tr> </table>	<input type="checkbox"/> Textbook	<input type="checkbox"/> PP Handouts ¹	<input type="checkbox"/> Worksheets	<input type="checkbox"/> Questionnaire
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4. Equipment	<table border="1"> <tr> <td><input checked="" type="checkbox"/> Notebook</td> <td><input checked="" type="checkbox"/> LCD projector</td> <td><input type="checkbox"/> Flip-chart</td> <td><input type="checkbox"/> ...</td> </tr> </table>	<input checked="" type="checkbox"/> Notebook	<input checked="" type="checkbox"/> LCD projector	<input type="checkbox"/> Flip-chart	<input type="checkbox"/> ...
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(4) NUMBER OF CONTACT HOURS:	36 hours / 5 working days				

(5) NUMBER OF PARTICIPANTS:	16		
(6) CONTENT:		NUMBER OF CONTACT HOURS	TEACHING STAFF
Module I - Navigating Digitalization: Governance Challenges from Macro to Individual Levels Monday (1st day) 1. Digitalization and Leadership or Why We Should (Not) Lose Control: Assist. prof. Ljubica Jasenko (4 hours) <ul style="list-style-type: none"> Understanding the role of digitalization within leadership 2. Governance and the regulation of data: Assoc. Prof. Víctor Rodríguez Doncel (2 hours) <ul style="list-style-type: none"> Promoting comprehensive data management approaches that integrate legal, technical, and organizational aspects for effective regulation. 3. AI-Driven Innovation: Shaping the Future of Business: Kayra Kakcioglu (2 hours) Tuesday (2nd day) 1. AI in Business: Algorithmic Bias, Inequalities, and Diversity Management: Prof. Mine Karatas-Ozkan (2 hours) <ul style="list-style-type: none"> Integration of artificial intelligence in business environments Exploring theoretical concepts and practical applications to understand how artificial intelligence can maintain or reduce biases 		36 hours	<ul style="list-style-type: none"> Prof. Ivana Bulog Assist. Prof. Nicola Cucari Prof. Salvatore Esposito De Falco Kayra Kakcioglu Prof. Mine Karatas-Ozkan Assist. Prof. Jasenko Ljubica Doris Podrug, PhD Assoc. Prof. Víctor Rodríguez Doncel Prof. Yamak Sibel

- Based on the critical evaluation of case studies on inequalities caused by the application of artificial intelligence, learning about the development of strategies for managing diversity and applying ethical frameworks in the development and implementation of artificial intelligence

2. The multilevel interaction between AI and Corporate Governance: Prof. Yamak Sibel (2 hours)

- Integration of artificial intelligence and corporate governance
- Practical applications of artificial intelligence and analysis of its impact on the guidance and control of organizations at multiple levels
- Utilizing artificial intelligence in operational processes and its impact on managerial decision-making, its role in board oversight, shareholder engagement, and contribution to regulatory compliance
- Ethical considerations and strategic planning in the implementation of artificial intelligence

3. The concept of self-sovereign identity, self-sovereign data: Assoc. Prof. Víctor Rodríguez Doncel (2 hours)

- Privacy protection in the digital environment, control over digital identity

4. Navigating the AI Revolution: Opportunities and Challenges for Businesses: Kayra Kakcioglu (1 hour)

Wednesday (3rd day)

1. AI and ESG: An Analysis of Business Models of Platforms: Assist. Prof. Nicola Cucari (2 hours)

- Understand the key concepts and principles of AI and ESG
- Analyze the role of AI in promoting ESG goals within platform business models

2. Evolution of Corporate Governance: From Corporate Purpose to AI: Prof. Salvatore Esposito De Falco (2 hours)

- Understand the historical development of corporate governance and its foundational principles
- Analyze the shift from traditional corporate purpose to stakeholder-focused governance models
- Evaluate the role and impact of AI in modern corporate governance

3. AI in Business: Algorithmic Bias, Inequalities, and Diversity Management: Prof. Mine Karatas-Ozkan (2 hours)

- Ethical principles of artificial intelligence and development of regulatory frameworks
- Diversity management in artificial intelligence development

4. The multilevel interaction between AI and Corporate Governance: Prof. Yamak Sibel (2 hours)

- Overview of the broad impacts of artificial intelligence on corporate governance
- Emphasizing the key role of careful planning, robust cybersecurity, continuous education, and strong ethical considerations
- Potential risks and challenges of integrating artificial intelligence, such as cybersecurity threats and moral dilemmas

Thursday (4th day)

1. Evolution of Corporate Governance: From Corporate Purpose to AI: Prof. Salvatore Esposito De Falco (2 hours)

- Assess the regulatory and ethical considerations associated with AI in governance
- Develop strategic recommendations for integrating AI into corporate governance frameworks

2. AI and ESG: An Analysis of Business Models of Platforms: Assist. Prof. Nicola Cucari (2 hours)

- Evaluate the impact of AI-driven strategies on sustainable business practices.

3. AI vs. Managerial Skills: Conflict or Sinergy? Prof. Ivana Bulog (2 hours)

- The impact of artificial intelligence implementation on managerial skills (the development of conflict or collaboration in their interaction)
- Development of new and changes in existing managerial skills through the development of artificial intelligence

Friday (5th day)

1. Workshops/Group Projects/Field Visits: Prof. Ivana Bulog (5 hours)

- Organized visit to the IT company SeekandHit

2. Closing Session: Kayra Kakcioglu (1 hour), Doris Podrug, PhD (1 hour)

- Recapitulation and reflections.
- Certifications, acknowledgments, and farewell.
- *Chosen lecture methodology*

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SVEUČILIŠTE U SPLITU - EKONOMSKI FAKULTET

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PROJECT MANAGER:

Doris Podrug, PhD

Date:	10.06.2024.
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Dostaviti:

1. CCO

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02-02-2022

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Stranica:

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