



May 22-24, 2024

\$3,750 *10% discounts are available for UW alumni and group registrations*

UW Seattle (in-person)

PAUL G. ALLEN SCHOOL  
OF COMPUTER SCIENCE & ENGINEERING

FOSTER  
SCHOOL OF BUSINESS

GLOBAL INNOVATION EXCHANGE  
UNIVERSITY of WASHINGTON



*Offered by the University of Washington **Global Innovation Exchange** through an exclusive partnership between the UW's **Paul G. Allen School of Computer Science & Engineering** and **Michael G. Foster School of Business***

# Generative Artificial Intelligence for Business Leaders

## Understanding How to Compete in the Age of Generative AI

Developed by leading experts from computer science, business, and law at the University of Washington, this in-person and interactive 3-day program is designed to equip business leaders with a working understanding of GenAI and its potential impact on their roles, teams, firms and industries.

### WHAT YOU WILL LEARN

Through expert-led interactive discussions and hands-on learning experiences you will gain a working knowledge of GenAI technology, an understanding of where it is headed, and actionable frameworks for discerning its potential impact on work and competition. Exercises throughout will give you a toolkit for how to put GenAI into practice in ways that will accelerate individual and firm competitive advantage.

Through this course you will learn to:

1. Build a foundational knowledge about GenAI, how it works, its limitations, and how it might transform your business and your way of working
2. Become an advocate for and drive the integration of GenAI in your organization
3. Assess the benefits and risks of GenAI including its human, legal, and ethical complexities
4. Develop a framework about emerging future trends in GenAI from industry experts, researchers, and practitioners

### WHO SHOULD ATTEND

This program is designed for participants from any industry who are interested in expanding their understanding of Generative Artificial Intelligence and its revolutionary impact on careers, organizations, businesses, and society.

NOTE: This program requires no prior technical knowledge and has been designed for generalists.

### FOR MORE INFORMATION

[www.gix.uw.edu/genAI](http://www.gix.uw.edu/genAI)

**Registration deadline:** 12 April 2024

**Location:** Gates Commons, [Paul G. Allen Center for Computer Science & Engineering](#), University of Washington  
185 E Stevens Way NE, Seattle, WA 98195

**Contact:** [gixpro@uw.edu](mailto:gixpro@uw.edu)  
(206) 897-9012



# Generative AI for Business Leaders

## TEACHING TEAM

This program is jointly led by faculty experts from the University of Washington's **Paul G. Allen School of Computer Science & Engineering** and **Michael G. Foster School of Business**, and it has been developed by the University of Washington's **Global Innovation Exchange (GIX)**, an interdisciplinary institute for developing global technology leaders.

### Luke Zettlemyer

*Program Faculty Co-Director*

Professor, Paul G. Allen School of Computer Science & Engineering, University of Washington; Research Director, Meta Platforms, Inc.



### Ben Hallen

*Program Faculty Co-Director*

Neal and Jan Dempsey Endowed Professor in Strategy and Entrepreneurship, Michael G. Foster School of Business, University of Washington



### Ryan Calo

*Program Faculty Guest Speaker*

Lane Powell & D. Wayne Gittinger Endowed Professorship, School of Law, and Professor, iSchool, University of Washington



## SAMPLE SCHEDULE & TOPICS

DAY ONE	DAY TWO	DAY THREE
Theme: Introduction to GenAI Technology	Theme: GenAI's Applications for Business	Theme: GenAI's Implications and the Future
<b>8:30am – 9:00am</b> Light Breakfast, Networking	<b>8:30am – 9:00am</b> Light Breakfast, Networking	<b>8:30am – 9:00am</b> Light Breakfast, Networking
<b>9:00am – 10:00am</b> Welcome, Overview, Introductions & Expectations	<b>9:00am – 10:00am</b> Creating Competitive Advantage with GenAI	<b>9:00am – 10:30am</b> GenAI's Legal & Regulatory Implications
<b>10:15am – 11:00am</b> GenAI Demo Exercise and Shared Experiences	<b>10:15am – 11:00am</b> Applying GenAI: Use Cases	<b>10:45am – 12:00pm</b> GenAI Expert Panel
<b>11:15am – 12:00pm</b> GenAI as a General Purpose Technology	<b>11:15am – 12:00pm</b> Creating GenAI: Current State and Evolution	<b>12:00pm – 1:30pm</b> GenAI & the Future: Closing Remarks and Lunch Discussion
<b>12:00pm – 1:30pm</b> Lunch & Email	<b>12:00pm – 1:30pm</b> Lunch & Email	
<b>1:30pm – 3:00pm</b> Deep Dive on How GenAI Technology Works	<b>1:30pm – 3:00pm</b> Building Your GenAI Capabilities	<b>Please note:</b> <i>This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.</i>
<b>3:15pm – 4:30pm</b> Interactive Exercises on Advanced GenAI Topics	<b>3:15pm – 4:30pm</b> Experimentation & Exploration with GenAI	

