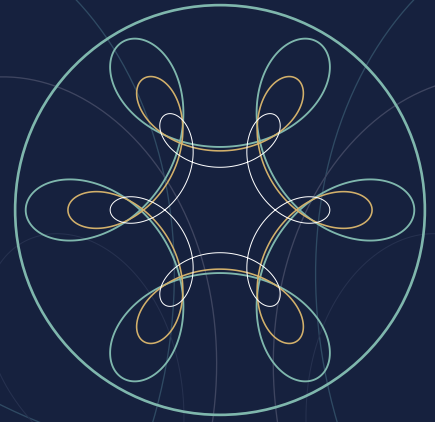




International Institute of
Applied AI Technology



Course guide for AI-CEO

Certified AI Executive: Chief Executive Officer

Lead a company's use of AI from the top: decide where it creates value and competitive advantage, govern its risks, allocate capital to it, and keep the trust of the board, investors, customers and staff.

About This Course Guide

Lead a company's use of AI from the top: decide where it creates value and competitive advantage, govern its risks, allocate capital to it, and keep the trust of the board, investors, customers and staff.

This course guide outlines the AI-CEO certification: who it is for, what the exam is like, and what each module covers. It is written for senior leaders and concentrates on the decisions AI asks of them.

When you enroll, you receive the full study guide, which teaches each module in depth with worked examples, key terms, exercises and a glossary, to prepare you for the exam.

How the Program Is Organized

- Part 1: Executive core (modules 1 to 4). Part 1 is the same in every executive certification.
- Part 2: Chief executive (modules 5 to 8). Written for chief executives.

The exam draws on both parts.

Experience. Anyone can take this certification. It is written for experienced leaders, and we recommend it for people who hold, or are preparing for, a senior leadership role.

Who It Is For	Chief executives, presidents, managing directors and general managers, and senior leaders preparing for those roles.
Recommended Experience	Open to anyone. Recommended for people with several years in senior leadership, such as running a company, a division or a business unit.
Study Time	About 40 hours
Exam	50 multiple-choice questions in 90 minutes, online. Pass mark 75%. Up to 3 attempts within 12 months of enrolling.
Certification	Valid for 3 years, with a downloadable certificate and a verifiable credential number.

Learning Outcomes

When you have completed this program you will be able to:

- Explain what AI can and cannot do, test a team's or vendor's claims, and count the true cost of using it
- Choose where AI creates value, build a business case on measured baselines, and move pilots to scale or stop them
- Set accountability, risk controls and compliance for AI using recognized frameworks and regulation

- Lead the organization through AI: operating model, skills, workforce commitments, change and adoption
- Judge how AI changes the company's competitive position and choose where to lead, follow or partner
- Support the board's oversight of AI and keep investor and public statements about AI accurate
- Set the AI agenda, allocate capital across a portfolio, and hold the executive team accountable for results
- Build trust in the company's use of AI and lead the response when something goes wrong

The Exam and Where the Questions Come From

- Format: 50 questions in 90 minutes. The pass mark is 75%.
- Question bank: 144 questions. Each attempt draws 50, spread evenly across the 8 modules (about 6 each), so no attempt skips a topic and retakes get a different mix.
- Question style: Plain-English executive situations based on recognized practice: NIST's AI Risk Management Framework, the ISO/IEC 42001 AI management system standard, the OECD AI Principles, AI and privacy laws in the US, Canada, the EU and the UK, the three lines model, enterprise risk management, Kotter's model of change, and standard business-case and portfolio practice. Most ask what an executive should do, decide or ask, or what a result means. A few are short calculations, such as return on investment, payback, cost per case or expected loss. Questions on law test principles that apply in most countries; where a rule belongs to one country, the question names it and the study guide teaches it.

Module Outline

The AI-CEO syllabus has 8 modules. Each one below is outlined with its main topics; the exam draws on all of them.

Part 1: Executive Core

Part 1 is the same in every executive certification.

Module 1

AI Essentials for Executives

Leaders do not need to build AI, but they do need to judge it. This module explains the main kinds of AI system, what models can and cannot do, why data sets the limits, how AI costs behave, and the vocabulary and tests a leader needs to question a team or a vendor.

- Rule-based systems, machine learning, generative AI and AI agents
- What models do and where they fail: errors, bias, drift and explainability
- Data, economics and the vocabulary for questioning teams and vendors
- Spotting hype and testing vendor claims on your own data

Module 2

AI Strategy, Value and the Business Case

AI is worth funding only where it changes a measure that matters. This module covers where AI creates value, how to build and rank a portfolio of use cases, when to build, buy or partner, how to write a business case that counts the full cost and tracks realized benefit, and how to move from proof of concept to scale or stop.

- Where AI creates value and how to measure it
- Use-case portfolios: value, feasibility and risk; build, buy or partner
- The business case: baselines, total cost of ownership, payback and ROI
- Proof of concept, pilot and scale; why pilots stall; stage gates

Module 3

AI Governance, Risk and Regulation for Leaders

AI needs clear owners, a view of what is in use and controls that match the risk. This module covers accountability structures, risk tiering, the main frameworks and standards, how AI and privacy law apply in the US, Canada and the EU/UK, and the confidentiality, security, vendor and incident risks that leaders must manage.

- Accountability, the AI governance committee, RACI and the three lines
- AI inventory, risk tiering and risk appetite
- NIST AI RMF, ISO/IEC 42001, and AI and privacy law across jurisdictions
- Confidentiality, AI security, vendor risk and incident response

Module 4

Leading People and the Organization Through AI

AI value depends on how people and work are organized around it. This module covers operating models and leadership roles, AI literacy, workforce impact and honest commitments, change management, shadow AI and acceptable use, and how to measure real adoption and lead by example.

- Operating models and AI leadership roles
- AI literacy and workforce impact: tasks, redesign and reskilling
- Leading change: Kotter's eight steps, involvement and resistance
- Shadow AI, acceptable use, real adoption and communication

Part 2: Chief Executive

Written for chief executives.

Module 5

AI and Competitive Position

AI changes what it costs to serve customers, how fast work gets done and who can enter a market. This module looks at those shifts from the CEO's seat: which advantages last and which copy quickly, how to plan for disruption and when to move, and how to gain capability through partners or acquisitions without weakening the core business.

- How AI changes an industry's economics
- Lasting advantage versus advantages that copy quickly
- Scenario planning, timing choices and platform dependence
- Acquiring AI capability and protecting the core business

Module 6

The Board, Investors and Disclosure

The board oversees the company's use of AI, and the CEO makes that oversight possible. This module covers what to report to the board and how often, building directors' AI literacy and agreeing on risk appetite, and speaking to investors and markets about AI with evidence, including disclosure of AI risks and the regulatory danger of AI washing.

- The board's oversight duty and how the CEO supports it
- Board reporting, AI literacy and AI risk appetite
- Investor communication and the danger of AI washing
- Disclosing AI risks and handling analyst and activist questions

Module 7

Setting the AI Agenda and Allocating Capital

The CEO decides what AI is for, how much the company puts behind it and where. This module covers writing an AI ambition tied to strategy, balancing investment across horizons, choosing funding models, building foundations first, assigning ownership across the executive team, and reviewing the portfolio so that weak investments are stopped.

- An AI ambition tied to company strategy
- The portfolio across horizons and funding models
- Foundations first and executive ownership of outcomes
- Enterprise measures and portfolio reviews

Module 8

Trust, Culture and Reputation

Trust in a company's use of AI is built by what its leaders do, what its products tell customers and how it behaves when something goes wrong. This module covers the CEO as role model, principles that change decisions, transparency with customers, honest workforce commitments, AI incidents and crises, vendors' AI, and a lasting culture of experimentation with guardrails.

- The CEO as role model and personal learner
- Responsible AI principles and customer transparency
- Workforce commitments made honestly and kept
- AI incidents, vendor risk and a culture of safe experimentation

Preparing for the Exam

The AI-CEO exam has 50 multiple-choice questions drawn from every module. You have 90 minutes and need 75% to pass.

Before You Start

- Read this outline and decide whether the program fits your experience.
- Enroll to receive the full study guide, then work through every module and its exercises.
- Set aside uninterrupted time for the exam. The timer keeps running if you leave the page.

Taking the Exam

Log in to your account on the Institute's website and choose Take the exam. Check that your name is shown exactly as it should appear on your certificate. Your result is shown as soon as you submit, and if you pass, your certificate and credential number are issued straight away.

Each enrollment includes 3 attempts within 12 months of enrolling, and an attempt counts as soon as you start it. If you don't pass, you can try again after 24 hours. Each attempt draws a different set of questions.



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