



Mini-MBA in AI STRATEGY

Lãnh đạo & Bứt phá thời AI



The “Mini-MBA in AI Strategy” helps leaders harness the power of AI to elevate leadership capabilities, upgrade management frameworks, and transform business models to lead their organizations to breakthrough growth in the AI era.



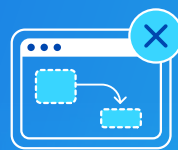
AI Strategy



Transformational Leadership



Practical Application



No Technical Background Required

No longer a future scenario, The AI era is here and reshaping everything!

*AI is driving the most profound transformation in business history.
Not coming soon - happening right now, across every industry and every scale of business.*



Decision-making speed
is changing



Operating models
are being disrupted



Competitive advantages
are being redefined



Ways of working
are changing completely

The **“Mini-MBA in AI Strategy”** approaches AI from a leadership and management perspective, empowering participants to confidently harness the power of this technology without needing any knowledge of programming or technical background.

With over 25 years of accompanying business leaders in their learning journey, PACE Institute of Management has pioneered the research, design, and delivery of the Mini-MBA in AI Strategy - helping participants unlock AI across the most critical dimensions of organizational leadership:

- AI Strategy
- Transformational Leadership
- Business Transformation
- Organizational Change
- Human + AI Collaboration

WHY NOW?

Because organizations need::

- Leaders who understand AI from a strategic and governance perspective.
- Managers who know how to work alongside AI to elevate the quality of their work.
- A workforce ready to transform - culturally, capability-wise, and systemically - to thrive in the new era.

PACE AIRE™ FRAMEWORK

The Mini-MBA in AI Strategy is built on the **PACE AIRE™ Framework**, an AI strategy framework developed by PACE to guide participants through a systematic journey: from right understanding to right action, from strategy to real-world implementation.



Align

- Align AI with business strategy and priorities.
- What goals does AI serve? Where does it create value?



Integrate

- Embed AI into processes, functions, and ways of working.
- Which use-cases? What workflows? Which tools?



Risk & Responsible

- Manage risk, ethics, privacy, and AI governance.
- Do it right & responsibly. Build trust.



Execute & Evolve

- Deploy pilots, measure, scale, and continuously learn.
- From plan to action. From pilot to breakthrough.

The critical question is no longer:
“Will AI change the world?”

But rather:

“Will we lead, adapt, or be left behind?”

WHAT YOU WILL GAIN FROM THIS PROGRAM

This program does not promise to transform your organization into a fully AI-powered enterprise in 12 sessions. Its goal is to help leaders develop the right strategic mindset, build core capabilities, and a clear action roadmap to deploy AI effectively in practice.



Strategic AI Mindset

- Understand how AI is creating value and reshaping competitive advantage in your industry
- Accurately assess AI opportunities, risks, and investment priorities
- Develop your AI Thesis - a clear strategic statement on how your organization will win with AI



AI Application Skills

- Effectively apply AI tools and methods in management and operations
- Receive a Prompt Pack for key business functions: Marketing, Sales, HR, Operations, Finance, and Team Management
- Design at least one AI Workflow tailored to your core role or process



Transformation Leadership Capability

- Know how to communicate and build organizational alignment around AI
- Design AI Quick Win initiatives that can be deployed in the near term
- Identify and develop a core team to lead transformation from within



Practical Action Plan

- Complete a 90-Day AI Action Plan with prioritized use-cases, KPIs, resources, and deployment roadmap
- Draft an AI Business Case and AI Transformation Roadmap for your organization
- Establish foundational principles for Responsible AI, data governance, and risk management

WHO IS THIS PROGRAM FOR



Entrepreneurs & Business Owners



Senior Executives (CEO, Director, Division Head)



Mid-level Managers and Team Leaders



Professionals seeking to elevate their leadership capabilities in the AI era



This program approaches AI from a leadership and management perspective. No technical background or programming knowledge required.

LEARNING RESOURCES & NETWORK

- An in-depth learning library designed exclusively for leaders & managers in the AI era
- The latest AI tools & templates for immediate practical application at work
- Program Completion Certificate: Mini-MBA in AI Strategy, issued by PACE Institute of Management
- Access to a community of leaders and experts throughout the program
- Reinforcement sessions & expert-guided application support
- Design and build personal AI Assistant to support learning and drive impact beyond the program.

Total Learning Duration
12 Sessions
(3 Hours/ session)

10 Sessions

In-depth learning & direct networking
at PACE Institute of Management

2 Sessions

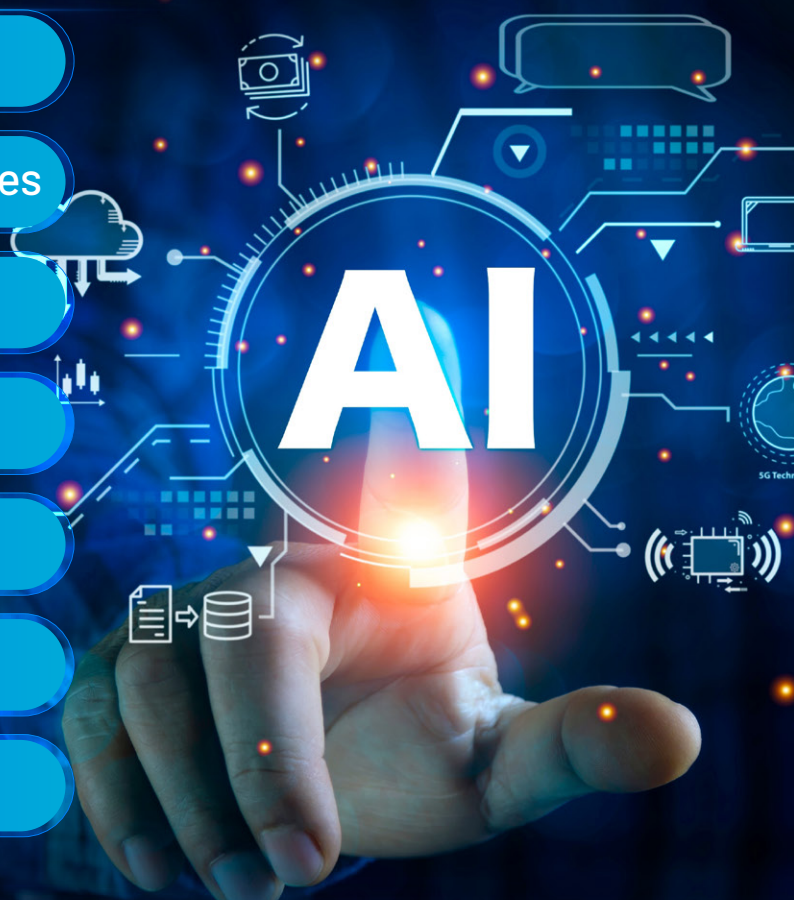
Reinforcement, hands-on practice
& expert-guided application

The Learning philosophy of this program

Learn. Apply. Transform.

Designed and facilitated by practitioners with real-world expertise in AI application for management and business strategy. Delivered in an Executive Learning style - practical, evidence-based, highly interactive, and immediately applicable:

1. Executive-style learning
2. Real-world business case studies
3. Live AI demonstrations
4. Group discussions
5. Peer learning
6. Reflective application
7. Hands-on AI practice



**Ready to harness
the power of AI and drive
your organization forward?**

Register now to secure your place
and receive exclusive early-enrollment benefits!



PROGRAM OVERVIEW

Subject	Tools & Workshops
Module I: ALIGN	
The AI Era & The Future of Vietnamese Business	AI Opportunity Map + Readiness Scorecard
AI Literacy for Leaders: Know Enough to Lead	Prompt Pack for Leaders
AI Strategy & Competitive Advantage	AI Thesis + Use-case Shortlist
Module II: INTEGRATE	
AI-Powered Productivity & Smarter Decision Making	Personal/Team AI Workflow
AI for Marketing, Sales & Customer Experience	GTM Use-case Canvas
AI for Operations, Processes & Team Management	Team AI Charter + Future Workflow
AI Automation & Agents: From Tools to Digital Workforce	Agent Use-case Canvas
Module III: RISK & RESPONSIBLE	
Responsible AI: Ethics, Risk, Regulation & Data Governance	Responsible AI Policy Pack
Module IV: EXECUTE & EVOLVE	
Leading People & Building an AI-Ready Culture	Change Plan + Quick Win Design
Building AI Business Case & Transformation Roadmap	Business Case + AI Roadmap
Module V: REINFORCEMENT	
AI Implementation Lab: Practice, Peer Review & Refine	Pilot Plan
AI Strategy Pitch & 90-Day Commitment	AI Action Plan (90-Day)

**“Master the Power of AI to
Elevate Your Leadership in the New Era”**

Founded in 2001, PACE is one of Vietnam's most influential management institutes. For more than 25 years, PACE has helped advance modern management practices in Vietnam - strengthening leadership capacity, elevating governance standards, and expanding organizations' global outlook. PACE is also the first school for business leaders in Vietnam.

PACE is a trusted partner in transforming leaders, teams, and organizations to achieve breakthrough and sustainable performance in an ever-changing world.

PACE's 3 Core Solutions to relize its mission:

- 1 PACE Training
- 2 PACE Consulting
- 3 PACE Books

PACE ecosystem **includes 8 affiliated schools, 8 member companies, and 8 global partners**, aligned across three integrated pillars: Training, Consulting, and Publishing. Together, they cover eight core disciplines of management: General Management, HR Management, Financial Management, Marketing Management, Sales Management, Production Management, Supply Chain Management, and Project Management.

PACE also advances its mission through **PACE NPOs**, a long-term portfolio of non-profit educational initiatives launched in 2007, designed to deliver comprehensive and meaningful impact.



PACE Building

195-197 Nguyen Thai Binh Street,
Ben Thanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

PACE Building

341 Nguyen Trai Street,
Cau Ong Lanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

PACE Building

181-183 Co Giang Street,
Cau Ong Lanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

Hanoi Office

Coalimex Building (Floor 2)
33 Trang Thi Street, Cua Nam Ward
(former Hoan Kiem District)