



Oxford Programme in AI and Business Analytics

Saïd Business School, University of Oxford

Learn to translate analytics into strategy and lead responsible artificial intelligence (AI) integration for better business decisions



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Programme highlights

<p>Certificate</p> 	<p>Upon successful completion of the programme, you will earn a certificate of completion from Saïd Business School, University of Oxford, as proof of your knowledge of applying AI and business analytics to drive organisational strategy</p>
<p>Programme duration</p> 	<p>A structured 12-week learning path</p>
<p>Learning format</p> 	<p>Self-paced learning modules combined with live faculty interaction sessions</p>
<p>Faculty</p> 	<p>Learn from Dr Agni Orfanoudaki, Associate Professor of Operations Management at Saïd Business School and fellow in management studies at Exeter College</p>
<p>Eligibility</p> 	<p>Designed for graduates with a minimum of five years of professional work experience</p>
<p>Key learning</p> 	<p>Decision-centric AI leadership, predictive and prescriptive analytics, ethical AI governance, human-in-the-loop frameworks and organisational integration of data strategies</p>
<p>Practical learning</p> 	<p>Work through real-world case studies including Hartford HealthCare and the Rialto e-commerce capstone project</p>
<p>Programme fee</p> 	<p>£2,500</p>



About the programme

Organisations currently possess more data than at any point in history, yet the ability to turn that information into sound strategy remains rare. While advanced analytics and generative AI tools are readily available, a clear gap exists between the technical outputs these systems generate and the high-stakes decisions leaders must make. Professionals are often expected to interpret complex dashboards or align AI initiatives with business goals without having the frameworks to do so effectively.

The Oxford Programme in AI and Business Analytics addresses this specific need. It focuses on the practical, strategy-led application of analytics and AI rather than the technical construction of models. You will learn how to interpret descriptive, predictive and prescriptive analytics to inform operations and improve performance. The curriculum bridges the divide between data science teams and the boardroom, equipping you to ask the right questions and validate findings.

This programme offers a clear view of how analytics and AI function within complex organisations. Through detailed examination into real-world cases, such as the implementation of AI at Hartford HealthCare, you will examine the realities of governance, data quality and system integration. You will explore the critical role of human judgement in AI-supported decisions and learn to navigate the ethical risks associated with automated systems.

Our learning approach draws on evidence-based principles including the Universal Design for Learning (UDL) framework. We intentionally move away from formats that rely heavily on long-form video lectures. Instead, our design prompts interaction, reflection and application. This structure prioritises flexibility and relevance for senior professionals helping you apply concepts to your work immediately.

Is this programme right for you?

This programme is designed for mid- to senior-level professionals, typically with five or more years of experience, who are responsible for decision-making and strategic problem-solving. It is suited to those who need to understand how to apply AI and business analytics responsibly at an organisational level without writing code.

It is particularly relevant for:

- ✓ **Business managers and functional leaders** seeking to use analytics to inform strategy and operations
- ✓ **Strategy and transformation professionals** responsible for integrating data processes into their organisations
- ✓ **Analytics and business intelligence professionals** who want to move beyond technical analysis to offer executive decision support
- ✓ **Consultants** advising clients on analytics-driven change and governance
- ✓ **Product and digital leaders** addressing data-driven customer challenges



Industry context and market trends

USD 3.8 trillion

The projected value of the global AI market by 2034, growing from approximately USD 106 billion in 2024

Source: Global Growth Insights

USD 196.5 billion

The projected value of the global business analytics market by 2033, nearly doubling from its 2024 value

Source: Data Horizon

10.3%

The compound annual growth rate expected in the UK analytics market between 2026 and 2035, reflecting strong adoption in digital transformation

Source: Statista

Programme outcomes

By the end of this programme, you will be able to:



Translate analytics into strategy: Interpret descriptive, predictive and prescriptive analytics outputs to make informed business decisions



Use AI tools to support decisions: Learn the value of using generative AI tools to analyse data, generate insights and test strategic options



Align organisational goals: Connect analytics initiatives directly with organisational strategy and operational priorities



Lead AI integration: Address the challenges of implementing AI at scale, including governance, workforce readiness and system integration



Apply ethical principles: Assess and mitigate risks associated with AI, ensuring human-in-the-loop oversight



Communicate recommendations: Synthesise insights into evidence-based recommendations for executives and boards

Detailed curriculum

The programme covers six modules designed to build your proficiency in strategic analysis and the responsible application of AI.

Module 1 Introduction

- Welcome and course overview
- Using generative AI ethically and effectively

Module 2 Essentials for today

- The development of business analytics
- The technological foundations
- Descriptive analytics
- Predictive analytics
- Prescriptive analytics
- Data analytics with generative AI
- Understanding different types of analytics
- Sentiment analysis
- AI and business strategy

Module 3 Applied to the world

- Integrating business analytics into an organisation
- The challenges of integrating AI
- Hartford HealthCare: building a strategy
- Using generative AI to analyse data

Module 4 Fresh ideas for the future

- The opportunities and risks of generative AI
- Human-in-the-loop analytics
- Mitigating the risks
- Ethical considerations for analysts

Module 5 Final project

- Scenario: Rialto, a fast-growing e-commerce startup, faces retention and competition issues. Participants act as junior business analysts to propose a strategic plan.
- Develop a 1,200–1,500-word strategic research report.

Module 6 Conclusion

- Recap of analytics evolution, AI in healthcare and ethical AI development
- Reflective exercise on the use of generative AI

Programme faculty



Dr Agni Orfanoudaki

**Associate Professor of Operations Management,
Saïd Business School, University of Oxford**

Dr Agni Orfanoudaki is an Associate Professor of Operations Management at Saïd Business School and a fellow in management studies at Exeter College. Her research lies at the intersection of optimisation and machine learning, with a specific focus on applications in healthcare and insurance. She leads the Data-Driven Decisions Lab (3DL), which explores how machine learning models impact real-world decision-making.

Before joining Oxford, she received a PhD in Operations Research from the Massachusetts Institute of Technology (MIT). She has also worked as a junior business analyst at McKinsey and Company and held a position as a visiting scholar at the Harvard Data Science Initiative. Her work addresses real-world industry needs, drawn from direct collaboration with policymakers and practitioners.



Programme certificate

Upon successful completion of the programme, you will earn a certificate of completion from Saïd Business School, University of Oxford, as proof of your knowledge of applying AI and business analytics to make better business decisions.

You will need to meet the requirements outlined on the programme orientation module.



Disclaimer: Final design and signatories may be subject to change.



Join the Elumni community

Completing the Oxford Programme in AI and Business Analytics isn't the end of your journey; it's just the beginning.

You'll join a vibrant, forward-thinking network of senior professionals from across industries including finance, law, marketing, technology, healthcare and energy. As an Oxford elumni, you'll gain access to exclusive opportunities designed to keep you connected, inspired and continually learning.

Whether you're looking to expand your professional network, explore new areas of impact or deepen your engagement with Saïd Business School, your elumni status unlocks a wealth of possibilities. From access to world-class resources and events to opportunities to lead, contribute and collaborate, this community is here to support your growth long after your course has finished.

You're not just part of a network; you're part of a movement. Welcome to the Oxford Saïd elumni community.

50,000+

Elumni globally

195+

Countries

8+

Community champions

7+

Annual events



Eligibility criteria

Education

- ✓ An undergraduate or graduate degree in any discipline

Experience

- ✓ A minimum of five years of work experience in business, management, consulting, operations, analytics, technology or related roles

Application process

You can apply for this programme in three simple steps:



Submit application

Apply for the programme by completing a simple online application form

Reserve your seat

An admissions panel will review your application

Start learning

The selected candidates can pay the programme fee to secure their seats

Why learn from Saïd Business School?



Saïd Business School is a young, leading business school deeply embedded in an 800-year-old world-class university. We educate people for successful business careers and, as a community, seek to tackle world-scale problems. We deliver leading education and ground-breaking research that transforms individuals, organisations, business practice and society.

The University of Oxford has been ranked first in the world for a record tenth consecutive year in the 2026 Times Higher Education World University Rankings. It also ranked fourth in the QS World University Rankings 2026.



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