

# NEXT GEN BUSINESS SKILLS

## INTEGRATING AI & HUMAN EXPERTISE

LISBON ACCOUNTING AND BUSINESS SCHOOL

**03 - 07 MARCH** ONLINE  
**09 - 15 MARCH** LISBON

**03 - 07 MARCH**

### ONLINE WEEK

**MARCH 2**  
SUNDAY

**MARCH 3**  
MONDAY  
14h<sup>PT</sup>

**MODULE 1**  
**WELCOME**  
Programme overview

**MARCH 4**  
TUESDAY  
ASYNCHRONOUS

**MODULE 2**  
AI:  
New trends and opportunities

**MARCH 5**  
WEDNESDAY  
ASYNCHRONOUS

**MODULE 3**  
AI  
and business application

**MARCH 6**  
THURSDAY  
ASYNCHRONOUS

**MODULE 4**  
AI and soft skills  
for business leaders

**MARCH 7**  
FRIDAY  
ASYNCHRONOUS

**MODULE 5**  
Case study

**MARCH 8**  
SATURDAY

**09 - 15 MARCH**

### LISBON

**MARCH 9**  
SUNDAY

**MARCH 10**  
MONDAY

ISCAL  
9h00<sup>PT</sup>

**MODULE 1**  
Welcome

10h00<sup>PT</sup>  
Introduction to AI  
11h30<sup>PT</sup>  
Networking activities  
12h00<sup>PT</sup>  
Case Study

Arrival

**MARCH 11**  
TUESDAY

PALÁCIO GALVEIAS  
9h00<sup>PT</sup>

**MODULE 2**  
Seminars

Talk ISCAL  
AI at a glance:  
The Big Picture  
10h00<sup>PT</sup>  
Nils Urbach, Frankfurt  
Looking Under the Hood  
of Generative AI  
10h30<sup>PT</sup>  
Jannis Kiriasis, Dublin  
AI & SEO: How AI is  
Reshaping Search Optimization  
11h00<sup>PT</sup>  
Márcia Santos, Lisbon  
Workabout  
12h00<sup>PT</sup>  
Round table and Q&A

**MARCH 12**  
WEDNESDAY

PwC  
9h00<sup>PT</sup>

**MODULE 3**  
Business practices

**MARCH 13**  
THURSDAY

CODE FOR ALL  
9h00<sup>PT</sup>

**MODULE 4**  
Bootcamp

**MARCH 14**  
FRIDAY

ISCAL  
9h00<sup>PT</sup>

**MODULE 5**  
Case study

11h30<sup>PT</sup>  
Student presentations  
13h00<sup>PT</sup>  
Ending ceremony

**MARCH 15**  
SATURDAY

Departure

13h<sup>PT</sup> LUNCH  
Self-study

LUNCH  
Self-study

LUNCH  
Self-study

LUNCH  
Self-study

LUNCH  
Social Activities

TRANSPORTATION IS NOT INCLUDED.  
ALL PARTICIPANTS MUST BRING THEIR OWN LAPTOPS TO ALL ACTIVITIES.  
MEETING POINT: EVERYDAY @ISCAL

# NEXT GEN BUSINESS SKILLS INTEGRATING AI & HUMAN EXPERTISE

03 - 07 MARCH ONLINE

09 - 15 MARCH LISBON

LISBON ACCOUNTING AND BUSINESS SCHOOL



## BLENDED INTENSIVE PROGRAMME (ERASMUS+ BIP)

**"NEXT GEN BUSINESS SKILLS: INTEGRATING AI AND HUMAN EXPERTISE"**

### DATES:

*Online:* **3-7 March 2025**

*Lisbon:* **10-14 March 2025**

### IN PARTNERSHIP:

Lisbon Accounting and Business School | ISCAL

Salzburg University of Applied Sciences | FH Salzburg

Frankfurt University of Applied Sciences | Frankfurt UAS

**OVERVIEW AND SCOPE:** In the era of digital transformation, personal development has taken on new dimensions, where artificial intelligence (AI) improves and enhances human soft skills. The proposed BIP will expand on how to successfully integrate AI tools with human soft skills to achieve significant personal growth and career advancement in a business context.

The BIP is also designed to equip students with the critical skills and knowledge necessary to navigate and thrive in the modern business environment, where AI and human expertise intersect. This program aims to bridge the gap between technological advancements and traditional business acumen, fostering a holistic understanding of how AI can enhance, rather than replace, human decision-making and creativity.

The program will incorporate both online learning modules and intensive in-person workshops, facilitating a comprehensive and immersive educational experience.

**OUTPUTS:** The proposed Business Integration Program (BIP) aims to equip students with the skills needed to integrate AI tools with human soft skills, enhancing personal development and career growth in a business context. Key outcomes include:

1. Understanding the link between AI and Soft Skills: Students will learn how AI can complement communication, emotional intelligence, and creativity.
2. Practical AI application in a business context: Gaining hands-on experience with AI tools for business applications.
3. Business development: bridging technology with traditional business skills for a holistic understanding of the AI use in a business organisation decision-making context.
4. Enhanced soft skills for students: improving problem-solving, leadership, and teamwork for career advancement for students about to enter the job market.
5. Immersive learning experience: combining online learning, self-study, group projects and in-person workshops, aimed at a practical application of the theoretical materials.
6. Job market competitiveness: preparing students for roles that blend technical decision-making and human decision-making alike in a business context.
7. Fostering creativity and innovation: encouraging innovative use of AI in a business context.

**TEACHING METHODOLOGIES:** Face-to-face seminars, on-field workshops, case-studies presentations, self-learning, synchronous and asynchronous online seminars, and group meetings for data analysis, group discussions and assignments.

- Online seminars taught by academics being delivered from 3-7 March 2025.
- Face-to-face seminars implemented by ISCAL and other community stakeholders (such as companies, financial unicorns, or others) in Lisbon from 10-14 March 2025.

**EVALUATION:** This program prepares students to thrive in a business environment where AI and human expertise meet. At the start of the program, students will engage with a case study, working in small groups for the whole duration of the BIP. This collaborative effort will culminate in a poster presentation at the end of the week. Furthermore, there will be mandatory online attendance to Modules 1 and 5, and to all face-to-face seminars in Lisbon.

**LANGUAGE OF INSTRUCTION:** English.

**VENUE:** ISCAL – Polytechnic University of Lisbon, Av. Miguel Bombarda 20, 1069-035 Lisboa, Portugal; and other locations in Lisbon, Portugal.

**ADMISSION PROFILE:** A mixed audience of undergraduate and postgraduate students in Social Sciences (law, economics, business management, accounting, finance, or other social sciences).

**FINANCIAL SUPPORT:** As a part of the ERASMUS+ Program, financial support may be granted by student's home University. Each partner university is responsible for all financial aspects connected with the mobility of the students, including transportation, accommodation, and others.

## **MODULES:**

### **1. PROGRAMME OVERVIEW AND WELCOME (4 HOURS)**

This module aims to welcome the participants, introducing the main concepts and tools to be used at the BIP, providing them with tutorials aimed at clarifying any questions or doubts.

4 hours: 3h seminars during the physical component aimed at welcoming the students and engaging them with the BIP, and 1h seminar during the virtual component, aimed at explaining the objectives and outcomes of the BIP.

### **2. INTRODUCTION TO ARTIFICIAL INTELLIGENCE: NEW TRENDS AND OPPORTUNITIES (20 HOURS)**

The module provides students with basic competences on AI, aiming to bring participants a critical approach on how AI is currently shaping society as a whole. The module is intended to provide students with in-depth understanding of the new trends, opportunities and challenges brought by the development of AI and its practical application in the market context.

6 hours: 4h seminars/workshop during the physical component involving case studies and/visits to unicorns or other tech companies/partners based in Lisbon; and 2h seminar during the virtual component, aimed at establishing the basic concepts and tools. Plus 14 hours of asynchronous self-study.

### **3. ARTIFICIAL INTELLIGENCE AND BUSINESS APPLICATION (18 HOURS)**

The module is intended to bring to students a critical approach on how AI is currently impacting business development from a market perspective.

6 hours: 4h seminars/field trip during the physical component involving case studies and/visits to unicorns or other tech companies/partners based in Lisbon; and 2h seminar during the virtual component, aimed at establishing the basic concepts and tools. Plus 12 hours of asynchronous self-study.

#### **4. ARTIFICIAL INTELLIGENCE AUGMENTED SOFT SKILLS FOR BUSINESS LEADERS (18 HOURS)**

The module is intended to bring to students a critical approach on how they may enhance various soft skills, such as communication, leadership, and emotional intelligence, through AI.

These skills are meant to support and improve business decision-making and interpersonal interactions, while fostering ethical considerations and user-centric design in the implementation of AI solutions.

6 hours: 4h seminars/bootcamp during the physical component involving workshops facilitated by companies/partners based in Lisbon, aimed at helping students to enhance their soft skills through the use of AI tools; and 2h seminar during the virtual component, aimed at establishing the basic concepts and tools. Plus 12 hours of asynchronous self-study.

#### **5. CASE STUDY (18 HOURS)**

Practical case study entitled '**The Role of AI-Generated Avatars in Online Product Presentation**'.

In this practical, hands-on case study, students will try out a specific AI tool (HeyGen) themselves and generate concrete content with it. The goal is for students, while working in groups, to each create two videos with a KI avatar and compare these videos within the framework of A/B testing. Suggested topics will be provided. The students are meant to: a) create product presentation videos, and b) recruit 60 participants per student group from their environment.

Structure of the case study: Introduction to the topic + methodology (2h); Creation of the videos in groups of 5-6 students (7h self-study); Integration of the videos into the given questionnaire and recruitment of 60 participants (6h self-study) and; Presentation of the results (15minutes per group for a total of 4h).