



MBA, Certificates, Coursera?

Best Strategies for Life-Long Learning in Times of AI & Co

19th of September, 2024, 4:00 pm

Unicorn, Conference Deck, Schubertstraße 6a, 8010 Graz

About the Event

Globalization, societal and demographic changes, digital transformation, and disruptive technologies like AI are rapidly changing the skills and knowledge required for a successful career in business, management, and marketing, making life-long learning an absolute must. But what is the right format and content of continuing education? Is it highly focused skills acquired in tailor-made seminars and specialized certificates? Or is it comprehensive leadership capabilities developed in high-quality MBA programs? What role can universities still play among providers of continuing education?

In this event, we look at these questions from a global perspective and with voices from academia and practice. After a keynote speech by Prof. Murat Kristal, MBA program director at the Schulich School of Business, Toronto, one of the world's premier institutions for executive education in management, a panel of thought leaders will debate the future of life-long learning.

About the Keynote Speaker



With its extensive programs and certificates in Executive Learning, including its world-renowned MBAs, the Schulich School of Business at York University (Toronto) is ranked Number 1 in Canada and globally consistently in the Top 10 to Top 30 by The Economist and the Financial Times. A global pioneer in the development of executive programs in analytics, Prof. Murat Kristal is the founding Program Director of both the Master of Business Analytics (MBAN) and the Master of Management in Artificial Intelligence (MMAI) programs at the Schulich School of Business and the Director of its MBA in Technology Leadership.

Program

3:30 pm – Registration
4:00 pm

4:00 pm – **Welcome and Opening Remarks**

4:10 pm **Univ.-Prof. Dr. Thomas Foscht**

Dean of the School of Business, Economics, and Social Sciences (SBESS) and Head of the Department of Marketing, University of Graz

4:10 pm – **Key-Note: “Trends in Life-Long Learning in North America”**

4:35 pm **Prof. Dr. Murat Kristal**

Professor of Operations Management and Information Systems and Director of the MBA in Technology Leadership, Schulich School of Business, York University, Toronto

4:35 pm – **Panel Discussion: “MBA, Certificates, Coursera? Best Strategies for Life-Long Learning in Times of AI & Co”**
5:25 pm

Moderation

Univ.-Prof. Dr. Andreas Strebinger

Professor of Marketing & Business Analytics, SBESS, Department of Marketing, University of Graz

Participants

Mag. Iris Brachmaier

CHRO, UNIQA Insurance Group AG

Univ.-Prof. Dr. Markus Fallenböck, LL.M.

Vice-Rector, Human Resources and Digitalization, University of Graz, and President of the Board, Uni for Life

Prof. Dr. Murat Kristal

Professor of Operations Management and Information Systems and Director of the MBA in Technology Leadership, Schulich School of Business, York University, Toronto

Mag. Julia Knapitsch, MBA

Director People, Finance & Communications, legero united – the shoemakers

5:25 pm – **General Questions from the Audience**

5:50 pm

5:50 pm – **Wrap Up and Concluding Remarks**

6:00 pm **Univ.-Prof. DDr. Georg Schneider**

Designated Dean of the School of Business, Economics, and Social Sciences (SBESS) and Head of the Department of Accounting and Reporting, University of Graz

6:00 pm – **Networking Reception**

7:00 pm

[Register](#) by September 13



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