



INSEAD Open Day with Faculty Masterclass

Amphi Christophe Rubeli | Saturday, 23 September 2023

12:00 pm **Bus Departure from Paris Gare de Lyon Train Station to INSEAD** (for those who have registered)

1:30 pm **Optional Campus Tour Led by INSEAD Students** (last batch at 1:40 pm)

2:00 pm **Welcome & Introduction**
Julio Suarez- Assistant Director, MBA & MIM, Marketing and Recruitment
Claudine Frossard - Assistant Director, EMBA, Marketing and Recruitment

2:15 pm **Masterclass**
Professor Asher Lawson
Professor of Decision Sciences

The Interface of Behavioural Sciences and Artificial Intelligence

With the advent of Large Language Models (LLMs), many people and organisations are reconsidering the role of humans in traditional workflows. Whereas algorithms were once only used to execute well-defined, procedural tasks, now they are capable of fluidly generating alternatives and providing insights to distinguish between them. Where does that leave us, as managers and decision makers? In this masterclass we explore both the new insights about humans from LLMs, and how human decision makers can work together with AI algorithms in a bidirectional cycle of value creation to best utilise these new tools for business success.

3:15 pm **Tea & Coffee Break**
Participants Split After the Break



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Programme |
Room
Host

MBA Session Amphi Christophe Rubeli Host: Julio Suarez	MIM Session Amphi MBA'72 Host: Nancy Blyth-Piacentini	EMBA Session Amphi MBA'70 Host: Amandine Cornut
3.45 pm – 4.15 pm	3.45 pm – 4.15 pm	3.45 pm – 5.05 pm
Being a Student at INSEAD Claire Benoit Assistant Director MBA Experience, Degree Programmes	Being a Student at INSEAD Thibault Séguret Global Director, Master in Management, Degree Programmes	Programme Presentation & Alumni Panel with Q&A Amandine Cornut Assistant Director, EMBA, Marketing and Recruitment Alumni: Sunny Kumar INSEAD EMBA'22 Founder of Carbon27 @StationF Yuanjing Lu INSEAD EMBA'23 Head of Strategic Initiatives @UBS Wealth Management
4.15 pm – 4.45 pm	4.15 pm – 4.45 pm	
How to Prepare Your Best Application Teresa Peiro Associate Director, Global Admissions	Your Career Journey with INSEAD! Juan Shi Employer Engagement Manager, Degree Programmes	
4.45 pm – 5.05 pm	4.45 pm – 5.15 pm	
Scholarships and Loans Irina Schneider-Maunoury Senior Associate Director, Financial Aid	How to Prepare Your Best Application Virginie Fougea Global Director, Admissions, Financial Aid and Scholarships, Degree Programmes	



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5.05 pm – 5.35 pm	5.15 pm – 5.35 pm	5.05 pm – 5.35 pm
Your Career Journey with INSEAD! Juan Shi Employer Engagement Manager, Degree Programmes	Scholarships and Loans Irina Schneider-Maunoury Senior Associate Director, Financial Aid	Career Development Support Mike Wort Assistant Director, Executive Career Development
5.35 pm – 5.45 pm	5.35 pm – 5.45 pm	5.35 pm – 5.45 pm
Break	Break	Break
5.45 pm – 6.35 pm	5.45 pm – 6.35 pm	5.45 pm – 6.35 pm
Student Panel and Q&A Manos Vranakis , INSEAD MBA 23D Mounia Zaouak , INSEAD MBA 23D Saraphine Pang , INSEAD MBA 24J Yuliya Belousova , INSEAD MBA 23D	Student Panel and Q&A Maria Deligianni , INSEAD MIM'24 Maria Fe Arimana , INSEAD MIM'24 Mehedi Hasan , INSEAD MIM'24 Tim Eckstein , INSEAD MIM'24	Application Workshop Teresa Peiro Associate Director, Global Admissions

6:35 pm Cocktail with Current MBA & MIM Students, Alumni & Staff Members

8:05 pm Bus Departure to Paris Gare de Lyon Train Station (for those who have registered)