



# Strategy, Ethics, and Innovation

## Venue Information

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**Venue:** Spain, Barcelona

**Place:** Grand Hotel Central

**Start Date:** 2026-11-17

**End Date:** 2026-11-21

## Course Details

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**Net Fee:** £5722.00

**Duration:** 1 Week

**Category ID:** CACETC

**Course Code:** CACETC-79

## Syllabus

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### Learning Objectives

- Explore ethical and legal concerns surrounding AI in construction.
- Understand cybersecurity and data protection frameworks.
- Design strategic AI adoption roadmaps for construction organizations.
- Evaluate future trends and emerging business models in AI for AEC industries.

### Target Audience

Executives, digital strategy leaders, policy advisors, and innovation managers overseeing AI transitions.

### Prerequisites

Understanding of organizational management or involvement in digital transformation is recommended.

## Daily Course Breakdown

### Day 1

Study ethical issues such as transparency, accountability, and bias in AI. Learn how they relate to decision-making and project outcomes.

### Day 2

Focus on cybersecurity threats, data governance, and regulatory compliance in the context of digital construction technologies.

### Day 3

Learn how to design AI adoption strategies, including stakeholder engagement and organizational alignment.

### Day 4

Explore how new AI-powered business models are emerging in the AEC sector. Discuss the role of innovation labs and prototypes.

### Day 5

Develop a strategic roadmap for enterprise-level AI deployment, and review success metrics and adoption challenges.