



## Business

# Promoting technology leadership training in the AI era

By Phuong Anh March 06, 2025 | 04:36 PM GMT+7

**As AI becomes more prevalent, business leaders must evolve - blending management expertise with a deep understanding of technology and its applications.**

VIETSTAR Institute of Management has partnered with the Paris School of Technology & Business to introduce the Paris Tech Leadership Professional Certificate in Vietnam.

This prestigious program is officially accredited by the French government and aims to equip corporate leaders with essential technological and strategic leadership skills.

The Paris Tech Leadership Professional Certificate offers Vietnamese executives an opportunity to enhance their management skills in the AI era, providing in-depth exposure to artificial intelligence, technology management, and innovation.

A recent survey published in November 2023 by Cisco AI Readiness Index revealed that only 27 per cent of organizations in Vietnam have implemented AI in a serious and comprehensive manner.

This highlights the significant challenges businesses face in AI adoption, including limited technological expertise among executives, over-reliance on technical teams, and missed opportunities for competitive advantage.

is designed to help business leaders and managers bridge the knowledge gap and develop a technology-driven strategic mindset.

Pham Thi Thu Hang, CEO of VIETSTAR stated: "The Vietnamese government has issued Resolution No. 57-NQ/TW, which focuses on breakthroughs in science and technology, innovation, and national digital transformation. This crucial resolution aims to drive new economic and social development in the rapidly evolving technological landscape."

"We have formed a strategic partnership with the Paris School of Business and Technology to bring internationally recognized training programs to Vietnam. In the digital era, leaders and managers need both strategic vision and technological expertise. This program will equip them with the necessary tools to overcome AI-driven transformation challenges and lead their organizations toward sustainable growth."

Vietnamese leaders and managers will have access to knowledge from an international faculty and top experts from France and Europe. Upon completion of the program, participants will receive an internationally recognized certificate, enhancing their credibility and standing in the global digital economy.



## AGREEMENT COOPERATION SIGNING CEREMONY

### PARIS TECH LEADERSHIP PROFESSIONAL CERTIFICATE (ACCREDITATION IN FRANCE)

HANOI, 4th March 2025



The signing ceremony between VIETSTAR and Paris School of Technology & Business

Dr. Armand Derhy, Director of Paris School of Technology & Business, emphasized: "Big data, cybersecurity, and AI are transforming industries worldwide. Leaders must not only understand these technologies but also integrate them effectively into their strategic vision. Through this long-term partnership with VIETSTAR, we aim to cultivate forward-thinking leaders who can harness technology for long-term business success."

The Paris Tech Leadership Professional Certificate consists of five specialized courses and a final capstone project. The curriculum covers key areas, including tech leadership, innovation & design thinking, technology foresight, change technology management, artificial intelligence in business and final capstone project: AI Adoption, governance, and risks.

This program marks a significant step forward in developing leadership capabilities in Vietnam, equipping leaders with international expertise to plan and implement AI strategies for their organizations in the medium and long term.