“The world’s most valuable resource is no longer oil, but data” (The economist, 2017).

Data remain most often the fuel to implement modern AI, and the success of major digital companies relies on the ability to capture high-value data. From those observations many companies have tried to gather their data with the hope to valuate them, but with mixed achievements.

This module will explore various aspects of the use and value of data, through legal, geostrategic, and business perspectives.

Prerequisites

• Good knowledge of your own business, basic knowledge of strategic interest of data in your business.

Key elements

Period: January
Estimated duration: 28 hours
For whom: recent graduates, jobseekers and experienced employees
Location: TBS Education, Toulouse
Language: English

Learning objectives

After completing this course, participants will be able to:

• Know about the main legal aspects of data, with international comparisons;
• Know about the future state of play of the proposed AI Act;
• Understand Data protection: the GDPR, the UK GDPR and a comparative view of the US;
• Be aware of intellectual property protection for algorithms;
• Know about initiatives that allow business data to be enhanced with opendata;
• Know about business models of “platforms”.

Information and registration

info.exe@isae-supero.fr
AIBT104 - The business of data
From the Advanced Master AIBT
(Artificial Intelligence & Business Transformation)

Course Content

- AI in the world, a geostrategic point of view through data and cloud;
- Legal environment (RGPD and beyond);
- New economy and the sharing economy;
- Opendata;
- Data as an asset, Data strategy, data governance;
- Data transformation and data culture;
- Data as a product, data quality;
- Data exchanges, data sharing, data economy;
- Network effects, and AI Flywheel.

Teaching methods

<table>
<thead>
<tr>
<th>Teaching methods</th>
<th>Yes</th>
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<tbody>
<tr>
<td>Lectures / tutorial</td>
<td>X</td>
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<tr>
<td>Collaborative learning</td>
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<td>Flipped classroom</td>
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<td>Blended learning (online and face to face)</td>
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<tr>
<td>Learning by doing</td>
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<tr>
<td>Project-based</td>
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<td>Simulation</td>
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<tr>
<td>Case study</td>
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Assessment

- Case study (100 %)