

AIBT107 – Data value creation

From the Advanced Master AIBT

(Artificial Intelligence and Business Transformation)



Highlights

- Principles of data economics & strategy
- Changes for data value creation

With the “GAFAM”, artificial intelligence generates hopes and fears, and among them the fear to be “disrupted”. Nevertheless, as any new business resource or model, artificial intelligence is studied by economists who can explain the reasons of success, the impact on business models and the adoption process of ML technologies.

The purpose of this module is to focus on the principles of economics and strategy to understand how firms, industries, and management will be transformed by AI.

Prerequisites

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

Practical information and registration

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Key elements

Dates: 30 March - 2 April 2020

Duration: 28 hours, 4 days

For whom:

**recent graduates, jobseekers
and experienced employees**

Location:

ISAE-SUPAERO, Toulouse

Course fees: 2 300 €

Language: **English**

Learning objectives

After completing this course, participants will be able to:

- Know better about what AI means for their business
- Understand how firms and industries are deeply being transformed by AI.

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Course Content

- AI and the marginal value of data, of algorithms;
- Changing the cost of prediction;
- Machine learning, market structure and competition;
- Does productivity growth threaten employment?
- The impact of artificial intelligence on innovation.