AIBT2 - AI oriented business model design

From the Advanced Master AIBT
(Artificial Intelligence and Business Transformation)
In partnership with TBS Education

Highlights

- Major success stories of business & AI
- Legal and business perspectives
- Principles of data economics & strategy
- Changes for data value creation

Key elements

Dates:
October 24, 2022 to March 31, 2023

Duration: **84 hours, 12 days**

For whom:
recent graduates, jobseekers and experienced employees

Location:
ISAE-SUPAERO, Toulouse

Course fees: €**5,000**

Language: **English**

This certificate introduces the participants to business-oriented modern AI. It gives the basics of Big Data and Deep Learning.

This training explores various aspects of the use of data, through legal, geostrategic, and business perspectives.

We focus on the principles of economics and strategy to understand how firms, industries, and management can be transformed by AI.

Prerequisites

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

Learning objectives

After completing this course, participants will be able to:

- Be acquainted with flagship algorithms and typical business-oriented use-cases;

- Understand the major technology trends driving business-oriented AI;

- Know about the main legal aspects of data, with international comparisons;

- Know about initiatives that allow business data to be enhanced with opendata;

- Understand how firms and industries are deeply being transformed by AI.

Practical information and registration

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Course Content

AIBT101 - Introduction to modern AI (28h):

- AI Basics;
- Landscape and flagship algorithms on Supervised;
- Unsupervised and Reinforcement Learning;
- Understanding the relationship between problem framing;
- Types of data available;
- Actual business outcomes and the applicable algorithms;
- Business intelligence and business models;
- Major success stories of Business and AI;
- Google's Self-driving car; IBM Watson's Medical diagnosis;
- DeepMind's Alpha Go beating the World champion of Go;
- Airbus building the Skywise platform;
- AI to deliver prescription for manufacturing;

AIBT104 - The business of data (28h):

- 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;

AIBT107 - Data value creation (28h):

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

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Teaching methods

Teaching methods	Yes
Lectures / tutorial	X
Collaborative learning	
Flipped classroom	
Blended learning (online and face to face)	
Learning by doing	X
Project-based	
Simulation	
Case study	X

Assessment

Written examination (100%)