

AIBT104 – The business of data

From the Advanced Master AIBT

(Artificial Intelligence and Business Transformation)



Artificial intelligence is creating new jobs and new ways of working. This is crucial to acquire some basic knowledge about AI and big data in order to lead one's firm and teams through change and transformation challenges.

Skills learned

After completing this course, participants will be able to:

- Know about the main legal aspects of data, with international comparisons;
- Know about initiatives that allow business data to be enhanced with opendata;
- Know about business models of "platforms".

Prerequisites

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

Key elements

Dates:

13 - 16 January 2020

Duration:

28 hours, 4 days

For whom:

recent graduates, jobseekers and experienced employees

Location:

ISAE-SUPAERO, Toulouse

Course fees: 2300 €

Language: English

Learning objectives

"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 value them, but with mixed achievements.

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

Practical information and registration

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Programme

- 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.