

AIBT107 – Data value creation

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

Prerequisites

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

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: **2300 €**

Language: **English**

Learning objectives

Due to the striking success of young but powerful companies known as the "GAFAM" artificial intelligence generates as many hopes as fears, and among them the fear to be "disrupted". Nevertheless, as any new business resource or model, artificial intelligence begins to be studied by economists who can explain the reasons of success, the impact on business models an employment, 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.

Practical information and registration

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Programme

- 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.