

Course : Adding value to data through artificial intelligence Machine Learning

Designing AI/data projects to create value
Seminar - 2d - 14h00 - Ref. IAV
Price : 1850 € E.T.

★★★★☆ 4,3 / 5

AI impacts all business processes, with significant potential gains in profitability. It is therefore necessary to deploy an AI/data culture, beyond the technical teams, because it is the "business" who will have to imagine new uses, products and business models based on AI.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the principles of artificial intelligence (AI)
- ✓ Acquire vocabulary related to artificial intelligence
- ✓ Discover the main business applications of AI
- ✓ Understanding the risks of AI
- ✓ Become aware of the components required for an AI/data strategy

Intended audience

Executives, decision-makers, project directors and managers, product managers, project managers.

Prerequisites

No special knowledge required.

Course schedule

1 What is AI?

- Warm-up: AI/data culture.
- Definition and vocabulary AI, data.
- AI/data in business, an opportunity.
- Key market players.
- The reality of corporate implementation.

Storyboarding workshops

Discussions and quizzes on AI culture and data.

PARTICIPANTS

Executives, decision-makers, project directors and managers, product managers, project managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

2 How does AI/data work?

- Data literacy: definition, principles.
- The data life cycle.
- Uses: from descriptive data analysis to predictive analysis.
- Principles of machine learning.
- Introduction to deep learning.
- Perception (vision, language, etc.) or how to process unstructured data.

Exercise

Quiz on machine learning.

3 Why AI/data?

- Illustration of AI applications with numerous use cases.
- Feedback from various corporate sectors: marketing/sales, HR/finance, production/quality, maintenance.

Storyboarding workshops

Discussion of the projects presented.

4 Challenges and risks

- Impact of AI on jobs and skills.
- Zoom in on algorithm explicability and bias.
- Regulation and/or self-regulation.
- Other ethical issues.

Storyboarding workshops

Skills, transparency of algorithms, bias, explicability, etc.

5 Preparing for AI/data

- Strategy and data culture.
- What skills do you need?
- Data issues: quality, availability, representativeness, etc.
- The specifics of AI/data projects.
- From defining the use case to the challenges of production and maintenance.

Storyboarding workshops

Key success factors for implementing AI.

6 What applications for business?

- Which applications for my business?
- Imagining AI/data projects to create value.

Exercise

Group ideation exercise to imagine AI applications and their main components (use cases, data, model, skills, etc.).

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

REMOTE CLASS

2026 : 2 June, 17 Sep., 8 Dec.

PARIS LA DÉFENSE

2026 : 26 May, 10 Sep., 15 Dec.