

Course : State of the art of AI in the enterprise: from Machine Learning to generative AI

Seminar - 2d - 14h00 - Ref. IAE

Price : 2170 CHF E.T.

★★★★☆ 4,3 / 5

BEST

This seminar offers an overview of artificial intelligence, whether predictive or generative (e.g. ChatGPT, Copilot, Gemini...). You'll learn how AI can optimize your processes, improve your personal productivity and support your company's growth, through tools, concrete use cases, and successful examples. Ethical, security and strategic issues related to its adoption will also be addressed.

Teaching objectives

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

- ✓ Understand the benefits and challenges of using AI as part of a company's strategy
- ✓ How to integrate AI into corporate strategy
- ✓ Support the implementation of AI-based solutions and tools within company departments
- ✓ Leverage existing AI tools

Intended audience

Decision-makers, department heads, professionals interested in artificial intelligence in business.

Prerequisites

None.

Course schedule

PARTICIPANTS

Decision-makers, department heads, professionals interested in artificial intelligence in business.

PREREQUISITES

None.

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.

1 Artificial intelligence

- The foundations of AI: definitions and key concepts.
- The recent rise of AI and why.
- The future of AI.
- AI techniques: machine learning, natural language processing, computer vision, generative AI, etc.
- AI limits and possibilities.
- Current status of data processing.
- How far have you got in exploiting your data?

2 The challenges of artificial intelligence in the workplace

- The crucial role of AI in business.
- Practical applications of AI in the workplace.
- Issues related to the adoption of AI in business.
- Benefits of AI.
- Occupational hazards.
- Ethical risks.

3 Overview of artificial intelligence tools

- Which solutions for which uses?
- Overview of AI solutions on the market.
- Text, image, video, voice, code, 3D.

4 AI to improve personal productivity

- Writing assistance: text enhancement, automatic text generation, etc.
- Brainstorming support: idea generation, recommendations, etc.
- Media generation: automatic image and video creation, retouching, etc.

5 AI at the service of company departments

- Sales: predictive analysis, product recommendations, sales strategies.
- Marketing: data analysis, segmentation, personalization, content generation.
- Management: decision-making, resource management.
- Finance: accounting automation, financial forecasts.
- Human resources: data analysis, recruitment processes.
- Customer service: chatbots, virtual assistance, sentiment analysis, experience personalization.
- Transversal: automation of administrative tasks.

6 Ethics & artificial intelligence

- Can we trust AI?
- Will artificial intelligence surpass us?
- Major ethical issues: privacy, influence, surveillance, discrimination.

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.

7 AI use cases & applications by industry

- Case studies by sector (health, commerce, finance, education, agriculture, industry, etc.)
- Sectors benefiting most from AI.
- Professions potentially impacted by AI.
- Trades less likely to be eliminated.
- New jobs created by AI.

8 Conclusion: how can you integrate AI into your strategy?

- Recommendations for successful AI implementation.
- Where do you start with your AI project?

Group discussion

The benefits and challenges of adopting AI in business.

Dates and locations

REMOTE CLASS

2026 : 16 June, 22 Sep., 3 Dec.