

# Course : IAG: market solutions and their uses

Perform with generative artificial intelligence

*Seminar - 2d - 14h00 - Ref. IAP*

**Price : 2170 CHF E.T.**

★★★★☆ 4,7 / 5

BEST

This seminar presents the new business models for generative artificial intelligence (GAI) within the enterprise. With an overview of the various existing solutions (ChatGPT, Gemini, Midjourney...), you'll see how IAG meets the specific needs of certain business domains (health, employment...).

## Teaching objectives

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

- ✓ Understand the growth of the AI market and its impact on productivity
- ✓ Understand the practical uses of generative AI within your company
- ✓ Get to know the different solutions on the market: ChatGPT, Gemini, Copilot, Midjourney, etc.

## Intended audience

All audiences, and in particular all employees, need to be made aware of and reassured about these new ways of accessing information as soon as possible.

## Prerequisites

No special knowledge required.

## Course schedule

### PARTICIPANTS

All audiences, and in particular all employees, need to be made aware of and reassured about these new ways of accessing information as soon as possible.

### 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.

## 1 AI overview

- Introduction and history of AI.
- Von Kempelen's History of the Turk.
- The latest World Chess Championship is a case in point.
- Societal reflections.
- Different trends: connectionist versus symbolic.
- The main areas of application for AI.
- The challenges and stakes of AI.
- The USA and China: two leading countries in the AI race.
- Which countries invest the most?
- The state of play in France.
- Breakdown of sales generated by AI worldwide.
- The rise of the AI market and its impact on productivity.

## 2 Generative AI concepts

- Introduction to generative AI.
- AI, machine learning and deep learning.
- AI deep learning: how it works.
- What is image and voice recognition?
- The key architectures and algorithms of generative AI.

## 3 Detailed presentation of generative AI

- GAN (generative adversarial network): how it works.
- VAE (variable autoencoders).
- Transformers.

### Storyboarding workshops

How generative AI works.

## 4 Market solutions (ChatGPT, Gemini, Copilot, etc.)

- The first applications : BERT, XLNet GPT3, etc.
- OpenAI's ChatGPT: how it works, key figures, Microsoft funding.
- Google's Gemini versus ChatGPT.
- LLaMA from Facebook.
- Ernie from Baidu.
- The French solution: HuggingChat from Hugging Face.
- DALL-E from OpenAI.
- Alibaba's chatbot.
- AutoGPT, BabyAGI, AgentGPT, Multi-GPT.
- Prompt engineering.
- ChatGPT plug-ins.

## 5 Use cases (text, image, video, voice...)

- ChatGPT saves time on certain tasks.
- Different use cases in session: how to put generative AI to practical use in your company.
- Benefits and points for attention.

### 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.

## 6 Business sectors potentially impacted

- The contribution of generative AI in various fields.
- The business areas that will be most affected.
- Impact on the health sector.
- The impact on education.
- The impact of generative AI on employment.
- Professions threatened today by ChatGPT.
- Generative AI in administration and public services.

## 7 Operational implementation and legal and ethical issues

- Legal and ethical issues.
- Ethical challenges in generative AI.
- Introducing the IA Act.

## 8 Outlook

- Generative AI in Europe and France.
- Will generative AI change the world?
- Reflections on education.
- The case of Italy.
- ChatGPT and information gathering.
- Introducing the AI Navigator.
- CSR as a framework for generative AI.

## Dates and locations

### REMOTE CLASS

2026 : 9 June, 24 Sep., 26 Nov.