

Course : AI for managers: anticipate, decide, transform

The keys to understanding, experimenting with and deploying AI in your business

Practical course - 2d - 14h00 - Ref. IDA

Price : 1650 CHF E.T.

★★★★☆ 4,3 / 5

NEW

Artificial intelligence is overturning traditional corporate benchmarks, from strategic management to operational value creation. This course, specifically designed for managers, offers a clear, concrete and strategic approach to AI and Generative AI. During the course, you'll learn about the major technological breakthroughs underway (LLM, intelligent agents, etc.), analyze the impact on businesses and business models, and discover the productivity and innovation levers within reach.

Teaching objectives

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

- ✓ Acquire a clear and strategic vision of AI and Generative AI to anticipate their impact on your business.
- ✓ Identify the most relevant use cases for your business
- ✓ Master the principles of governance and the deployment stages of an AI project
- ✓ Evaluate and choose AI tools adapted to your business needs, integrating ethical and regulatory issues
- ✓ Ensuring value creation by avoiding the lures of a technical vision

Intended audience

Managers of SMEs, ETIs or large groups, innovation directors, business managers wishing to initiate or pilot an AI project within their scope.

Prerequisites

No

Practical details

Hands-on work

Theoretical input, practical work, exchanges, case studies...

Course schedule

PARTICIPANTS

Managers of SMEs, ETIs or large groups, innovation directors, business managers wishing to initiate or pilot an AI project within their scope.

PREREQUISITES

No

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 Learn the fundamentals of AI, Generative AI, Machine Learning and Deep Learning

- Fundamental concepts of AI and Generative AI
- Strong AI vs. Weak AI
- Technological breakthroughs: LLM, intelligent agents, multimodality...
- Market figures and trends
- Overview of the main AI families: symbolic, connectionist, generative AI...
- Understanding the principles of machine and deep learning
- Differences between supervised, unsupervised, reinforcement and transfer learning

Storyboarding workshops

Inventory of AI usage in participants' companies. Collective reflection on the need to seize the opportunities offered by AI now.

2 Discover the main AI/IAG tools and technologies

- Overview of tools: ChatGPT, Perplexity, Copilot, Llama, Mistral, Notion AI, Gemini, NotebookLM...
- Risks, hallucinations, bias: how to protect yourself?
- Comparison of solutions : Open source vs. proprietary LLM, sovereign solutions...
- Practical applications: art of the prompt, document synthesis and translation, multi-file analysis, benchmarking...

Hands-on work

Criteria grid for choosing a tool adapted to your business needs. Feedback on confidentiality management.

3 Identify the strategic and organizational impacts of AI

- Mapping of functions and professions impacted by AI/IAG (HR, legal, accounting, finance, customer relations...)
- Analysis of the transformations to be anticipated: business models, data-centric companies, disintermediation, players...
- From individual intelligence to collective intelligence
- From the augmented employee to the augmented enterprise
- Reading grid for a business vision of IAG: ROI, productivity, innovation, differentiation, competitiveness...

Storyboarding workshops

Collective reflection on the professions impacted by AI/IAG.

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.

4 Steering the governance and deployment of AI/IAG

- The importance of appropriate governance (cf. Committee, system, method, rules, user charters, etc.).
- The AI/IAG Governance framework based on the main international standards
- A model for deploying AI/IAG within your company: a managerial approach first and foremost
- A method for identifying POCs (Proof Of Concept) wins FrenchTech's Cas d'Or IA awards

Case study

Illustrations of AI tool deployments in different economic sectors

5 Successfully implementing Generative AI within your organization

- Key stages in an EMI project: from acculturation to industrialization
- Data governance, internal resources and team training
- How to initiate an action plan: quick wins, pilots, KPIs...
- Process modeling and reengineering
- Approach, results, observed ROI and key success factors

Case study

Detailed example of optimization in a business department (HR, legal or sales).

6 Automate tasks and processes with agents and multi-agents

- Intelligent agents: dedicated tools to automate certain tasks and boost productivity
- Multi-agents to automate processes or solve complex problems
- Measurable gains: quality, speed, cost reduction, better decision-making

Storyboarding workshops

Sector benchmarks (e.g. industry, banking, insurance, healthcare, public services, etc.).

7 Understand the current ethical and regulatory issues and the outlook for

AI.

- Regulatory issues: RGPD, IA Act, transparency, auditability/explicability, etc.
- Ethical charters and managerial responsibility in the use of AI/IAG
- Responsible use of AI: shadow AI, etc.
- Anticipating the future: the role of executives in the face of the AI/IAG revolution
- Resurrecting managerial fundamentals

Group discussion

What can we expect in the short, medium and long term?

Dates and locations

REMOTE CLASS

2026 : 11 June, 24 Sep., 26 Nov.