

MINOR

INNOVATION & DESIGN THINKING

Ai For Business

SPEAKERS:



Eric Guerci

Associate professor of Economics, Université Côte d'Azur



eric.guerci@univ-cotedazur.fr

TEACHING OBJECTIVES:

The course aims to offer an introduction to the broad theme of Artificial Intelligence. An economic (decision-making and labour issues) and management (business strategy and organizational issues) perspective is adopted in order to learn how to master this innovative technology and to figure out how it will shape our future!

The participant will discover:

- the major areas of research in Artificial Intelligence and will gain insights on the way these technologies are changing and will transform our life. In the course several business cases will be illustrated.
- how to interpret from an economic and business perspective the impact and the opportunities of these technologies. A practical framework with specific tools to understand the phenomenon will be provided.
- how to build effective collective intelligent systems favouring an effective interaction between human and artificial intelligence.

PREREQUISITES:

This course does not require any prerequisites except a very good English proficiency.

COURSE SUMMARY:

The workshop will be divided into several phases alternating moments of short lectures, discussion of case studies and hands-on practice in teams; activities will be carried out in teams of 4-5 people, based on an identified challenge.

- **What is Intelligence?**
- **What is Artificial Intelligence?**
- **Types of AI**
 - o General introduction
 - o What are the main fields of research
- **An economic perspective**
 - o Cheap changes everything
 - o A.I. insights: the prediction paradigm
 - o The new division of labour
- **The business Strategy?**
 - o Notion of competitive advantage (source and scope) relative to A.I.
- **How to build effective Collective intelligence systems?**
 - o Is it better together? where and when.
 - o A.I. as a tool, assistant, peer or a manager.
 - o Centralized or distributed

PLAN / SUMMARY:

/

ASSESSMENT & GRADING:

General behaviour (engagement throughout the session, diligence, punctuality, ...), 21st century skills (creativity, complex problem solving, critical mindset, communication, ...), final exam quiz.