ARTIFICIAL INTELLIGENCE FOR BUSINESS STRATEGY WORKSHOP

Speaker: Eric GUERCI, associate professor of Economics and Invent@UCA co-director

Working load: 15 hours (including 10h in-class)

Period: October-December (Fall session) /February-April (Spring session)

Purpose:

The course aims to offer an introduction to the broad theme of Artificial Intelligence, with a focus on three major areas Robotics, Machine Learning, Natural Language Processing. 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!

Learning Objectives:

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.

Criteria for admission:

The workshop is mandatory for students participating in the Invent@UCA Projects Studio. It is open to all students who demonstrate a motivation to participate in this specific workshop.

Course Content (list of activities):

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
- General introduction
- Machine Learning
- Natural Language Processing
- Robotics

An economic perspective
- Cheap changes everything
- A.I. insights: the prediction paradigm
- The new division of labour

The business Strategy?
- Notion of competitive advantage (source and scope) relative to A.I.

How to build effective Collective intelligence systems?
- Is it better together? where and when.
- A.I. as a tool, assistant, peer or a manager.
- Centralized or distributed

Evaluation (total 100%):

- Individual (50 %): general behaviour (engagement throughout the session, diligence, punctuality, …), 21st century skills (creativity, complex problem solving, critical mindset, communication, …), final exam quiz.
- Collective (50 %): group project (incl. presentation).