AIBT104 - The business of data

From the Advanced Master AIBT

(Artificial Intelligence & Business Transformation)

Key elements

Period: **Late January to Mid-February**

Estimated duration: **28 hours**

For whom:
recent graduates, jobseekers and experienced employees

Location:
TBS Education, Toulouse

Language: **English**

Highlights

- Legal aspects of data
- Geostrategic and business perspectives
- AI Act and data protection

"The world's most valuable resource is no longer oil, but data" (The economist, 2017).

Data remain most often the fuel to implement modern AI, and the success of major digital companies relies on the ability to capture high-value data. From those observations many companies have tried to gather their data with the hope to valuate them, but with mixed achievements.

This module will explore various aspects of the use and value of data, through legal, geostrategic, and business perspectives.

Learning objectives

After completing this course, participants will be able to:

- Know about the main legal aspects of data, with international comparisons;
- Know about the future state of play of the proposed AI Act;
- Understand Data protection: the GDPR, the UK GDPR and a comparative view of the US;
- Be aware of intellectual property protection for algorithms;
- Know about initiatives that allow business data to be enhanced with opendata;
- Know about business models of "platforms".

Prerequisites

- Good knowledge of your own business, basic knowledge of strategic interest of data in your business.

Information and registration

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Course Content

- AI in the world, a geostrategic point of view through data and cloud;
- Legal environment (RGPD and beyond);
- New economy and the sharing economy;
- Opendata;
- Data as an asset, Data strategy, data governance;
- Data transformation and data culture;
- Data as a product, data quality;
- Data exchanges, data sharing, data economy;
- Network effects, and AI Flywheel.

Teaching methods

Teaching methods	Yes
Lectures / tutorial	X
Collaborative learning	
Flipped classroom	
Blended learning (online and face to face)	
Learning by doing	X
Project-based	
Simulation	
Case study	X

Assessment

- Case study (100 %)