AIBT107 - Data value creation

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

- Principles of data economics & strategy
- Changes for data value creation
- Platform value creation and sharing

With the “GAFAM”, artificial intelligence generates hopes and fears, and among them the fear to be “disrupted”. Nevertheless, as any new business resource or model, artificial intelligence is studied by economists who can explain the reasons of success, the impact on business models and the adoption process of ML technologies.

The purpose of this module is to focus on the principles of economics and strategy to understand how firms, industries, and management will be transformed by AI.

Learning objectives

After completing this course, participants will be able to:

- Know better about what AI means for their business
- Understand how firms and industries are deeply being transformed by AI.

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

- The value of data;
- Key roles in the data ecosystem;
- How value is created and shared in a platform;
- The importance of network effect in a platform;
- Changing the cost of prediction;
- Machine learning, market structure and competition;
- Does productivity growth threaten employment?

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 %)