

Introduction to Business Analytics and Artificial Intelligence for Managers



This course offers a practical introduction to Artificial Intelligence and Machine Learning (AI/ML) for non-technical business leaders. It helps business domain experts better assess the potential of AI/ML for their businesses, avoid common pitfalls when implementing AI/ML in their organisations and initiate and execute successful data driven projects.

Business Analytics and AI for Managers - 21st - 22nd September 2023

- Introduction to Artificial Intelligence and Machine Learning (AI/ML)
- Data driven organisation and democratisation of AI/ML
- ML problem framing and ML Canvas
- Practical examples of Supervised and Unsupervised ML problems
- Practical exercises: Pricing, Shopping Basket Analysis, Sentiment Analysis...
- AI/ML and Regulations; Consequences of GDPR on AI/ML; Data Privacy and AI

Top speaker

- Amir Tabakovic - Strategist, Innovator, Investor in ML Technology
 - Chair of Expert Group Data Privacy and AI at Mobey Forum
 - Guest lecturer at ESADE

What our students said

- Excellent knowledge transfer
- Useful insights into AI
- Great learning environment

Course location:	iimt - University of Fribourg
Course fee/ module:	CHF 1'400.--
Course language:	English
Registration:	www.iimt.ch or iimt@unifr.ch