Syllabus
Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Big Data, Business Intelligence
Teacher	Quentin Fournela et Jean Latour
shared course	X No Yes
Hourly volume	15
Evaluation methods	Group case study
Course summary	This course explores the basics of business intelligence through Data and AI technologies. The first part consists in a refresher of how data became so strategic for companies over the last few years and how they are used by companies to generate values and achieve more performance. The second part is a practical use case on data and business intelligence key principal. The third part focuses on AI technologies and main technics of AI (machine learning and deep learning). Last part is a practical use case on AI.
Skills	Students should develop the ability to: - Analyze companies and businesses through available data. - Identify relevant data sources and how to use them within a business perspective. - Recognize and understand main AI technics versus others technologies (software, RPA, virtual or augmented reality. - Understand different AI techniques and principles of Machine Learning vs Deep Learning.