

INSEAD Pop-Up Programme: Demystifying AI



As digitalisation continues to transform the global economy, companies are evaluating the potential of leading-edge technologies such as artificial intelligence (AI), machine learning (ML), robotics and advanced analytics to disrupt markets and reinvent business models. While these technologies offer exciting possibilities, taking advantage of them requires new skills and new ways of thinking about business problems. It can be challenging for executives to assess how AI might influence their business and competitive landscape.

Demystifying AI aims to separate the hype from the reality. Over two immersive days, participants will gain a general understanding of how intelligent technologies work, along with the frameworks to look at them through the lens of business capabilities. They will return to work with a deeper understanding of how to harness the power and potential of these technologies to improve efficiency, gain greater customer understanding and create more value for their companies.

The programme begins by exploring issues such as the differences between human and non-human intelligence and how much that matters. Participants will also consider how AI-powered applications have accomplished what some might call "intellectual" achievements and what more we can expect in the future.

Participants will consider AI systems through four key perspectives:

- **Data:** the power of data, both big and small
- **Deep learning:** machine learning and issues such as advanced multivariate statistics, graph theory and algorithms
- **Authoring:** issues such as decision support systems, automated news and writing
- **Distribution:** Metadata, formats and potential application use cases.

Participants will also gain insights into issues such as how to evaluate AI solutions to build a related business strategy and investment plan appropriate for their organisations.

KEY BENEFITS

Participants will:

- Gain a general understanding of AI and ML
- Learn how applying AI and ML can reshape business models, operations and decision-making
- Recognise AI and ML as a valuable resource for building and implementing strategic initiatives
- Develop an understanding of how to build and sustain a competitive advantage by expanding a company's AI and ML capabilities
- Develop a better understanding of how to evaluate AI solutions available in the marketplace and the cost implications of implementation.

PARTICIPANT PROFILE

For INSEAD alumni and non-alumni who want to develop their capabilities for succeeding in highly competitive and disrupted markets.

PROGRAMME DIRECTOR



Philip M. Parker

*Professor of Marketing
INSEAD Chaired Professor of Management
Science*

PROGRAMME CONTENT

SESSION 1

DEMYSTIFYING AI

- What is AI?
- What is the “AI effect”?
- How to use Watson in five minutes or less
- What are natural language programming (NLP), natural language generation (NLG) and other alphabet soups?
- Looking at the current AI landscape, what’s new and what’s hype?

SESSION 2

UNSUPERVISED ML

- How can we replace human methods with machines?
- What is “data reduction”? What is the history of data reduction in strategy?
- What is unsupervised ML?
- How can unsupervised ML be used for strategy and new business models?
- What is the difference between Anglo-Saxon and French approaches?

SESSION 3

SUPERVISED ML

- How can AI replace human forecasters, predictors and “curve fitters”?
- What are the benefits of supervised ML versus the deep learning method (regression versus neural nets)?
- How can these methods change the process of strategising for business leaders across industries?

SESSION 4

AI - COSTS AND BENEFITS

- How can AI change cost curves? Who wins and who loses?
- How can business leaders deploy AI on a tight budget, without giving market power to a vendor?
- How can business leaders use “mixed” AI and human methods to increase their organisation’s ROI?

LENGTH OF PROGRAMME

2 days

DATES AND FEES

13–14 November 2018 on INSEAD Asia campus

SG\$1,500 for INSEAD Alumni Association members

SG\$3,000 for alumni who are not INSEAD Alumni Association members

CONTACT US

For further information and to enrol on **Demystifying AI**, please contact the Alumni Relations team:

Email: alumni.relations@insead.edu

To register for the programme, please visit : demystifying-ai-sgp.eventbrite.com

Visit our website:

www.insead.edu/alumni/lifelong-learning