

HABILITATION · AI &amp; INNOVATION

# Introduction to Artificial Intelligence

Understand the fundamentals of artificial intelligence and identify its practical applications in a professional setting to improve your productivity, decision-making and innovation capacity.

TYPE

**HABILITATION**

CATEGORY

**AI & Innovation**

LANGUAGE

**French**

## 01. Program

### MODULE 1: INTRODUCTION TO ARTIFICIAL INTELLIGENCE

Definition of AI

- > History and evolution
- > Types of artificial intelligence
- > Fields of application

### MODULE 2: CORE CONCEPTS

Machine learning

- > Natural language processing
- > Task automation
- > Data and algorithms (basic concepts)

### MODULE 3: BUSINESS APPLICATIONS

AI in administrative management

- > AI in digital marketing

- > AI for customer relations
- > AI in decision-making

#### **MODULE 4: AI TOOLS**

Text generation tools

- > Data analysis tools
- > Automation tools
- > Best practices for use

#### **MODULE 5: HANDS-ON PRACTICE**

Real-world business cases

- > AI tool exercises
- > AI-assisted content creation
- > Simple task automation

#### **MODULE 6: LIMITS & BEST PRACTICES**

Limits of AI

- > Risks and ethics
- > Data protection
- > Responsible use in a professional environment

#### **EDUCATIONAL OBJECTIVES**

Understand the basic concepts of artificial intelligence

- > Identify AI use cases in business
- > Use AI tools in daily work
- > Automate simple tasks
- > Improve productivity with AI
- > Apply best practices

#### **TEACHING METHODS**

Theory sessions

- > Demonstrations
- > Practical workshops
- > Case studies
- > Guided exercises

#### **ASSESSMENT & CERTIFICATE**

Knowledge test

- > Practical exercises
- > Skills validation
- > Training certificate in AI initiation issued at end of session

## 02. Target Audience

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- > Managers and executives
- > Business owners
- > Administrative staff
- > Marketing and communication managers
- > Beginner IT users
- > Anyone wishing to integrate AI into their work

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