**South-Eastern Finland
University of Applied Sciences**

Artificial Intelligence in Business

Dr Richard Leaver, United Kingdom

Course Description

The course will use a variety of informative, enjoyable and engaging approaches including lectures, case studies/multimedia, discussions, team workshops and individual projects. No programming knowledge will be expected, nor form part of the course.

Learning Outcomes

This three-week-course will provide you a broad understanding and deliver actionable relevance of Artificial Intelligence (AI) and Machine Learning (ML) as applied to modern business.

You will benefit from the opportunity to drive clarity into the roles of AI and ML in your businesses and ambitions. You will leave with actionable relevant insights to be able to utilise these techniques both to improve existing businesses and to create new ones. You will leave, confident in using the subject terminologies and with a grasp of both the meaning and perspective on AI and ML realities and capabilities for business success in the 21st Century.

Assessment

Will be announced in the beginning of the course.

Content

1. Overview

What is Artificial Intelligence (AI)? How does that differ from Machine Learning?

2. The International Dimension

- Investment hotspots relating AI to Big Data, Blockchain, Internet of Things, Quantum Computing, the Cloud and Advanced Genomics
- Global interests in AI (sectors; applications; software and hardware)
- Advanced Robotics developments

3. What does AI mean for your Organisation?

- When and how AI can help your company
- AI Business Applications, tools and techniques
- Ethical issues, the good and bad AI and the human component

4. Innovation and Entrepreneurship in AI

- Business Process Re-engineering (BPR) from the AI perspective
- Core competencies to align with AI
- Practical New Business Creation (NBC) with AI

5. AI Predictions – the Future

A brief cv of the lecturer

Dr Richard Leaver

Dr Richard Leaver is an experienced Cambridge based CEO and non-executive director with perspective and insight into creating and sustaining value in technology-rich growth businesses. His on-going passion for Artificial Intelligence started with his PhD on the subject at Durham University (UK) including time at Carnegie Mellon University (USA) in the late 80's. In industry, he led a UK team within an European autonomous vehicles collaborative programme with Finnish partners and culminated in his design and development of one of the first UK intelligent telematics cars in the early 90's. In his spare time, Richard designs novel AI elements for trading on the stock market as well as the application of machine learning to image processing and pattern matching.

Following a successful 11-year-career progression in defence and security with BAE Systems, Richard moved to Cambridge in 1994 to work with an international technology consulting group, latterly as a Fund Manager in early stage advanced technologies. He left in 2006 to set up the UK's first Homeland Security Fund and from 2008-2012, was CEO of Blue Star Capital plc, a London based listed company investing in Homeland Security technologies.

Richard is a founding partner in early stage technology venture capital firm Boundary Capital Partners, making a number of key investments and in 2018 completed nearly four parallel years as a Dealmaker for the UK Department of International Trade's Global Entrepreneurship Programme. He is a non executive director of Image Scan Holdings plc, a Visiting Fellow to the Faculty of Business and Law at Anglia Ruskin University, Cambridge; an Honorary Entrepreneurship Fellow for Durham University Business School; an external tutor for Warwick University Business School in Entrepreneurship and a mentor for both the Judge Business School in Cambridge and Cranfield Business School in the UK.

Richard has also been an invited judge for a number of international business competitions and worked extensively throughout Europe, Scandinavia and the USA. He is particularly active in China and Spanish-speaking countries both where he has a degree of language proficiency.