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Introduction to AI in the enterprise course

1 day (7 hours)

Presentation

Our introductory course on AI in the workplace will teach you everything you need to know to fully grasp this major transformation that is Artificial Intelligence in a professional environment. Through concrete examples and practical application of generative AI tools (GenAI), you will discover its key concepts, its uses, its benefits for the company and its risks, its regulatory framework in Europe, so as be able to implement a first level of application within your organization.

Artificial intelligence is a booming market. In our training course, we'll give you overview of the different players involved, as well as an overview of the tools available.

You'll also learn how to use LLM (Large Language Model) tools and take your first steps in prompt engineering to generate written content and images.

Objectives

- Understanding the key concepts of Artificial Intelligence
- Identify the potential contributions of artificial intelligence to business processes (, customer relations, productivity, security, etc.).
- Raising awareness of the regulatory framework (IA ACT, RGPD), risks and best practices
- Clarify the tools and their specific features (ChatGPT, Mistral, Copilot, Perplexity, Midjourney, etc.): Which AI for which need?
- Identify the methods that can be used and master the basics of prompt engineering
- Implement a first level of AI application within your company

Target audience

- Employee
- Manager

- Project Manager
- Anyone interested in the professional impact of this technology

Prerequisites

- General computer literacy
- A PC with Internet access

Program of our Introduction to AI in the enterprise training course

AI: the basics

- What is artificial intelligence (AI)?
- Quick history
- Essential glossary of key AI concepts (LLM, Token, Model, Prompt, RAG, etc.).
- What are the main components (infrastructure, hardware, tools, frameworks) that have made it possible to
  AI to emerge?
- Technologies underlying artificial intelligence (machine learning, deep learning, reinforcement learning, transfer learning)
- Mini-Challenge: in a small group, list in 5 minutes the AI applications we use without knowing it.
  - Pool answers to complete conceptual vision.

The AI market

- Overview of the state-of-the-art in AI tools
  - ChatGPT, Mistral, Copilot, Gemini, Perplexity, Claude, DeepSeek, Grok, Midjourney, Cursor, DeepL, etc.
  - Compare offers: Rates and features
- The AI strategy of the major market players: OpenAI, Google, Facebook, Microsoft, X, Nvidia...
- The risks of this dependence
- France and artificial intelligence: where do we stand?
- What impact will this have on the future of work?

Overview of AI uses in business

- Presentation of different fields where AI brings value:
  - Decision-making (e.g. decision support through predictive analysis).
  - Customer relations (e.g. telephone voice agents, chatbots for 24/7 response).
  - Productivity (e.g. automation of administrative tasks).
  - Security (e.g. AI detection of anomalies or fraud).
- In industry: predictive maintenance, robots and PLCs, artificial vision.

- In the pharmaceutical industry: Sanofi has developed a generative AI tool ("GenAir") to speed up the drafting of its regulatory reports. As a result, the time spent on quality controls has been divided by eight thanks to AI?
- In logistics: automated inventory management (predictive AI to anticipate sales and reduce unsold stock)
- In marketing, sales and customer relations: AI for better customer targeting, upselling and cross-selling
- In the legal professions: changes in the professions of lawyer, notary and judiciary
- Healthcare: automatic recognition and analysis of medical images, diagnostic support for doctors, dentists and physiotherapists.

A look back at real-life corporate use cases

- Industry - Predictive maintenance at Airbus: using AI to anticipate machine breakdowns, reducing breakdowns and maintenance costs
- Logistics - DHL delivery optimization: AI algorithm for route optimization, downsizing transport costs and CO? emissions
- Customer relations - Chatbot at Orange: automating simple requests via AI, handling customer queries and reducing waiting time
- Support functions - ChatGPT personal assistant: integrating ChatGPT into the messaging system to write emails or minutes, freeing up time for administrative tasks
- Recruitment: Specialized headhunter, high-volume search and sorting profiles
- Participatory workshop: divided into sub-groups. Each group is given a use case to explore (e.g. "How could AI improve the recruitment process / or cybersecurity / or customer support in a company?"). Groups have 15 min to brainstorm ideas for AI applications in this process, and identify the expected benefits. Reflections on: the current problem, the AI solution envisaged, advantages, points to watch out for. The trainer adds similar real-life examples and highlights the key points to remember.

Regulatory and ethical framework

- Overview of the European AI Act and its impact on businesses
- Presentation of the main principles: classification of AI systems by level of risk (unacceptable, high-risk, limited, minimal)
- Prohibition of uses deemed "unacceptable" (e.g. social credit rating, AI, etc.). biometric surveillance, discrimination)
- Transparency and assessment requirements for high-risk AIs
- Reminder of the RGPD framework on personal data and its articulation with AI. Emphasis on the need for consent, transparency on data use, and limitation of data collected?
- Possible penalties
- Summary of best practices in responsible AI
- Interactive exchange: Quick case study in the form of a role-playing game: one group plays the role of a company wishing to set up an AI recruitment system, while another group plays the role of "regulator/ethicist". For 10 minutes, group 1 presents its project (e.g.: sorting CVs with AI), and group 2 must point out potential risks (bias, personal data) and propose safeguards. Guided debriefing to identify measures to be taken to ensure compliance.

Tools: Improving day-to-day productivity

- Which AI for which use?
- Market offer comparison table
- Generation :
  - Text, analysis, report
  - Image
  - Video
  - Voices
  - Programming (Cursor, Windsurf AI IDE)
- Automatic translation
- Extended search
- Game "Which AI for this need? The trainer proposes a few short scenarios (e.g. "I want to analyze 500 customer reviews to extract the main themes", or "I want to prototype a logo design", or "I want to translate and summarize a 30-page report"). Participants must choose the most relevant AI tool from those presented. Response expected with justification. The choices are then discussed to ensure understanding of the strengths of each tool.

The art of prompt

- The basics of prompt engineering and the importance of quality
- Presentation of the different models: ChatGPT 4.5 vs 4o vs o1 vs o3
- Personas and roles
- Hallucination: understanding and mitigating the phenomenon
- Zero-Shot, Few-Shot, Chain-of-Thought (CoT)
- Prompt-chaining, Auto-PromptingPrompt negative
- Solo or paired mini-challenge: each is given a practical case requiring interaction with an AI (examples: getting an idea for a marketing slogan for a new product, generating a customer FAQ from an instruction manual, or creating an outline for a blog post). In 10 minutes, the duos have to design the best possible prompt to achieve the desired result. Together, we analyze what works well and what can be improved in each prompt.
- Tool sheet distributed: "Guide to the art of prompting" summarizing key tips and typical examples, which
  participants will be able to reuse after the course.
- Openness to customization through GPTs and automation

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire enabling us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives with regard to the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.