Circle – Business Analysis in the Age of Artificial Intelligence

Duration: 3 days
Audience: Analyste d'affaires

Who is this training for?

- Business analysts
- Managers
- Digital professionals

Training objectives

- Collaborative approach: Benefit from collective intelligence to enrich your understanding of AI in business analysis.
- Hands-on learning: Apply the concepts covered through hands-on workshops.
- Professional Development: Strengthen your skills to stay relevant in an ever-changing environment.

Summary

Format: A circle consists of three (3) sessions of 90 minutes each, once a month for 3 months. Mastering AI to transform the practice of business analytics. This Circle is a continuation of AFI Expertise's initiatives aimed at supporting professionals in the integration of emerging technologies. As business transformation accelerates more than ever, artificial intelligence (AI) can greatly support the business analyst's approach. This Circle aims to equip business analysts to integrate artificial intelligence (particularly generative) strategically, ethically and effectively into their practices. Through hands-on workshops and collaborative exchanges, participants will explore how AI can enrich the collection, analysis and communication of business needs.

Course outline

Session 1: AI for Business Analytics... and vice-versa!

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Demystifying AI within organizations and exploring the opportunities offered by AI to improve needs understanding, process modeling, and decision-making. Presentation of concrete cases and relevant tools.

Session 2: Prompt engineering workshop for analysts.

Getting started with prompt engineering: How to formulate effective queries to interact with generative AI models such as ChatGPT. Practical exercises adapted to business analysis contexts.

Session 3: Responsible use of AI in business analytics.

Discussion on ethical considerations, data privacy, and algorithmic biases in the use of AI and in the integration of AI projects. Presentation of practical guides for responsible adoption of AI, drawing on resources such as the IFACI Guide on AI Ethics.

Approach and methodology

This circle favours a collaborative and experiential approach, promoting learning through peer-to-peer exchanges, the sharing of experiences and collective intelligence. The sessions combine conceptual inputs, hands-on workshops and guided discussions to explore concrete cases of AI integration in business analysis. The progressive approach, spread over time, supports the anchoring of learning, experimentation in a professional context and the continuous development of skills.

Recommendations

- Experience in business analysis or project management, including requirements gathering and formulation.
- Have a general understanding of numerical concepts and artificial intelligence (without advanced technical prerequisites).
- Be exposed to an organizational context where transformation, data or innovation issues are present.
- Arrive with concrete situations or professional challenges to share in order to enrich discussions and collaborative workshops.

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