



AI&DATA

Transformation of F&B

Course introduction



Welcome to the AI&DATA Transformation of F&B Course

Course introduction topics

- Warm welcome to everyone
- Who Am I?
- Teaching method
- Contents & Agenda
- Structure of the assessment method, the exam and the class work
- AI Manifesto

WHO AM I ?



RICCARDO BOVETTI

«The F**ing rude»

- EY Partner based in Milan
- In the consulting business since 1997 (starting in the ICT field then moving to the managerial one)
- Mainly in Consumer Product & Retail, rest of my time spent on Diversified Industrial Product (no bank, no insurance, no energy, no government)
- Degree in Information Science
- University Adjunct professor from 2003 (Università Torino, CUOA Business School, SAA, Cattolica Milano; ESCP Turin & Berlin) and ESA Beirut

Welcome to the **AI&DATA Transformation of F&B** Course

Teaching method

- We will spend 5 “days” together but probably none of these will be of full lecture
- We will have a small interactive activity at the end of every lecture
- We will spend one entire session running a Simulation and discussing the results
- We will spend part of another session working to a “sort of” Case Study

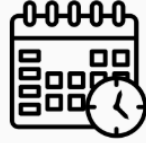
Welcome to the AI&DATA Transformation of F&B Course

Lecture

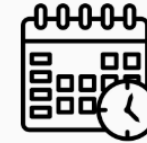
Course Agenda



February, 16 AM



February, 16 PM



February, 23

(LECTURE)

- Course introduction
- Introduction to Digital Transformation
- Introduction to BD&A

(LECTURE)

- Data Value Model
- Analytics
- Digital Ethics

(SIMULATION)

- Data Analytics Simulation: Strategic Decision Making by Thomas H. Davenport (HBS 81-70-95)



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Lecture
Case Study

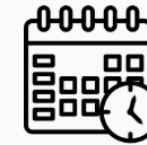
Course Agenda



March, 9



March, 23



XX

(LECTURE)

- Deep Dive on ML and AI
- AI Adoption Process

(CASE STUDY DISCUSSION, LECTURE)

- Human side of BD&A
- Groupwork on GEN AI
- Recap

(EXAMINATION)

- Individual written examination

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Assessment & Evaluation Method

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
1	Individual performance (in-class discussion)	10%	N/A	NO
2	Group Activities (Case study and Simulation)	10%	N/A	NO
3	Individual written exam	80%	8/20	YES

The AI Manifesto for the course

To use or not to use, that is the question

- AI is part of the course (because is one of the technology that we will discuss)
- This is **not** a course about AI (or more precisely GEN AI)
- We will use extensively AI (in a conscious and proper way), inviting ** to the table, remembering always:
 - To Be the Human in the Loop
 - To Treat AI Like a Person (But Tell It What Kind of Person It Is)
 - To Assume This Is the Worst AI You Will Ever Use.
- An no, you are not allowed to use the AI at the exam