Good day Nabil,

Fred asked me to write you why and how AI course should interest more business people like both of us. My response is highly inspired by my personal experience.

1. Why business people should have pay interest into AI course:
   1. **Maximize ROI**: There is a clear convergence of many new technologies / trends / innovations (Big data, Industry X.0, IOT) toward the collection and analysis of data. Those capital investments will only make sense and generate expected returns if they are supplemented by advanced analytical models and business decision automation. AI is the solution.
   2. **Demystify AI**: AI will become essential to fully materialize the benefits from data collection and data driven decision making. Unfortunately, the term AI is still scary and theoretical for many business people and we will need more of them exposed and interested in those courses to help demystify AI, i.e. what it means and how real logic is behind every algorithm. They need to understand its methodology, its rigor and logic to become more friendly, familiar and trustful with AI.
   3. **Natural expansion**: Most large ERP software already implemented in every company are expanding with additional layers selling AI applications (SAP/Leonardo, SFDC/Einstein,…) and executives will become very soon more exposed to AI products. Hence their knowledge about what it does, how it works, how it benefits,…will be capital.
   4. **Recruitment:** Given most new young hires (from business school, engineering, mathematics, medical,…) will want to put in practice trending and leading skills, most companies will need to put AI at the core of their practice to be attractive to the best employees. This doesn’t mean applying AI only within a small function of the company, but rather being proud of using data for every decision making from bottom up. It is a culture and a language that can unify many business functions from business analysts to business executives.
   5. **Reinforce Montreal leadership in AI**: Montreal is currently training very good researchers in practicing AI, but lags behind many other countries and regions in terms of applying AI in businesses
2. **How an AI course could to be more attractive to business people:**
   1. The course should be more positioned around understanding AI vs practicing AI. Understanding AI doesn’t mean only covering its definition, its benefits, limitations, but also understanding the tools, using them to get a sense of what they are in real, how to compare them (what should be the criteria to select the right ones), the ethics, data privacy rules, the types of data, its quality, its volume, the required infrastructure,…
   2. Ivado is very active on social networks, in the media and is hosting events for businesses. They offer courses for business people and I believe Mila will also do. It will be important to find a differentiator in the cursus.
   3. I think the strength of the course at McGill is the good marriage between business and data scientists, but the content of the course could be further developed to please both as it can be a challenge. Most data scientists in the class found the course too much high level, whereas business people could have seen more content at a higher level.

I would be very happy to provide ideas as to how evolve the content of the course and I believe both representatives should contribute: business and data scientists.

Thanks Nabil for your passion, your great teaching and your attention put to the success to each and everyone.

Anouk