

Nancy, April 1, 2025

Executive Education

Artificial Intelligence: Tailor-Made Training Programs for Professionals in Paris and Nancy with ICN Business School

In the face of major technological transformations, artificial intelligence (AI) has become an essential lever for competitiveness and innovation in businesses. To support professionals through this transition, ICN Business School is partnering with nAlxt Consulting, an expert in Data Strategy and Sustainable AI, to offer a range of tailor-made continuing education programs adapted to today's challenges.

In a world where technology evolves at a dizzying pace and professional practices are constantly being redefined, mastering AI has become a key skill for those looking to tackle tomorrow's challenges, regardless of their field.

Today, understanding and integrating these technologies allows organizations to optimize their processes for greater operational efficiency, enhance decision-making through advanced data analysis, anticipate market changes more effectively, and stand out from the competition. By staying attuned to AI advancements, businesses can better anticipate future needs and attract top talent to drive progress. At the same time, they must be aware of the need to use these technologies responsibly and ethically.

A Targeted Training Offering for Practical Applications

ICN Business School and nAlxt Consulting have developed a catalog of specialized training programs for professionals and businesses. These programs help participants understand AI's potential, familiarize their teams with it, analyze possible applications for their organizations, assess the benefits and challenges of AI integration, and define a tailored implementation strategy to ensure a successful transition.

Each program is designed to provide professionals with directly applicable skills in their respective fields by combining theoretical knowledge, practical case studies, and strategic guidance.

The training offer includes five types of programs:

- 1. AI AWARENESS AND STRATEGIC VISION :**
A three-hour workshop providing an in-depth understanding of artificial intelligence and its organizational impact. Participants will discover the fundamental principles of AI and explore practical applications and strategic implications for their businesses.
This workshop is available at the Paris La Défense and Nancy campuses.
- 2. DISCOVER AND PRACTICE AI WITH EXPERTS (in partnership with Illuin Technology):**
This three-hour interactive and engaging workshop explores AI fundamentals and practical applications. Guided by industry experts, participants will develop concrete skills to understand current AI challenges.
This workshop is available at the Paris La Défense campus.
- 3. INTRODUCTION: AI AND DATA IN BUSINESS :**
A one-day training program introducing the fundamental concepts of artificial intelligence and data analysis in a professional context through concrete examples and case studies. Participants will discover essential tools and methods for integrating AI into their daily operations.
This program is available at the Paris La Défense and Nancy campuses.
- 4. AI FOR ENHANCING HUMAN CAPITAL :**
What are the possible synergies between AI and human skills? This three-hour workshop explores this question, demonstrating how automation and predictive analytics can free up time for higher-value tasks while respecting ethical and social considerations.
This workshop is available at the Paris La Défense and Nancy campuses.
- 5. THE AI BATTLE: EXPLORING THE CHALLENGES OF GENERATIVE AI :**
This two-hour workshop features a fun and collaborative card game created by Latitudes, an organization advocating for more responsible tech. Participants will discover key AI facts, debate the challenges of generative AI, and envision the future of digital technologies.
This workshop is available at the Paris La Défense and Nancy campuses.

COMMUNIQUÉ DE PRESSE

Explore ICN Business School's AI training programs and register on our website: <https://www.icn-artem.com/professionnels/programmes/?trainingDomain=310>



"We address the ethical and societal challenges of AI because it is crucial to use it responsibly. AI is already transforming numerous industries, and this transformation will only accelerate. Companies that fail to adapt risk being left behind. By training in AI, businesses can not only optimize their internal processes but also innovate and create new growth opportunities" — Samantha NGUYEN, Head of Executive Education Development at ICN Business School

ABOUT ICN BUSINESS SCHOOL :

Triple-accredited by AACSB, AMBA, and EQUIS, and a member of CDEFM within the Conférence des Grandes Écoles, ICN Business School trains students and executives to foster innovation through creativity in businesses. The school offers an **#ArtTechnologyManagement** pedagogy across its three campuses.

The ICN community is driven by three fundamental values: openness, commitment, and teamwork. ICN Business School is also:

- **3,500 students**, including **38% international students**
- **89 full-time professors and 27 affiliated faculty members**
- **3 campuses**: Nancy, Paris La Défense (France), and Berlin (Germany)
- **10 international representative offices** in China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam, and the Middle East
- **Nearly 130 partner universities worldwide**
- **30 student associations**
- **150 corporate partners**
- **25,000 graduates**

Founded in 1905 within the university, ICN became **ICN Business School** with private status in 2003. The school is a **private higher education institution recognized by the French state** and qualified as **EESPIG**. It awards **Bachelor's degrees (Bac+3) in Management** and a **Master's degree (Bac+5)** through its **Grande École** program.

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