

DIGITAL TRANSFORMATION & ARTIFICIAL INTELLIGENCE



February 26 and 28, 2025
March 5, 7, 12, 14, 21, 26, 28, 2025
April 2, 4, 9, 2025
Time: 5h30pm – 8h30pm



Number of hours: 36 hours



Modality: Online on Zoom



Language: English



Training fees: 880\$

Are you ready to lead your organization into the future of digital transformation and Artificial Intelligence?

Do you want to make data-driven decisions and boost your department's efficiency?

Are you eager to master the latest AI technologies and transform your career?

Are you ready to infuse AI into your startup's growth strategy?

Are you a student or educator interested in the future of AI and digital transformation?



Christophe Zoghbi

Christophe is a seasoned software engineer with over 12 years of experience in Data Science and Artificial Intelligence.

He is also an accomplished entrepreneur, known for successfully launching and scaling ventures. As the Founder & CEO of Zaka, an AI education and consulting company, Christophe is committed to advancing the AI sector, particularly in the MENA region. He also leads Beirut AI as Founder & President, fostering Lebanon's applied AI community through events and workshops that inspire and empower people to explore and implement AI.

Christophe is an expert trainer at the Professional Training Center of USJ.



Georges Badr

Georges is a highly experienced university instructor and researcher specializing in Artificial Intelligence, assistive systems, and e-health. He holds a PhD, a research-focused Master's Degree, and a diploma in Computer and Communications Engineering. With over 18 years of university teaching, he has supervised numerous projects and PhD theses leveraging digital transformation and artificial intelligence to enhance human well-being. Currently, he serves as a full-time Associate Professor of computer science at the faculty of arts and sciences at the Holy Spirit University of Kaslik (USEK).

Georges is an expert trainer at the Professional Training Center of USJ.



Rudy Shoushany

Rudy is a seasoned IT leader with over 22 years of experience in the financial sector. He specializes in financial technologies,

governance, compliance, cybersecurity, and digital transformation strategies. An award-winning digital leader, Rudy is the founder of CryptoTalks and DxTalks, as well as the owner and general manager of BCCManagement Technology Consultancy. He is a member of the Forbes Technology Council and a sought-after keynote speaker, mentor, and advisor on fintech, cybersecurity, blockchain, and governance.

Rudy is an expert trainer at the Professional Training Center of USJ



**EARLY
BIRD
DISCOUNT**

750\$ before February 5, 2025



For Registration: Click here

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INFORMATION ABOUT THE CERTIFICATE

AXIS 1: DIGITAL TRANSFORMATION

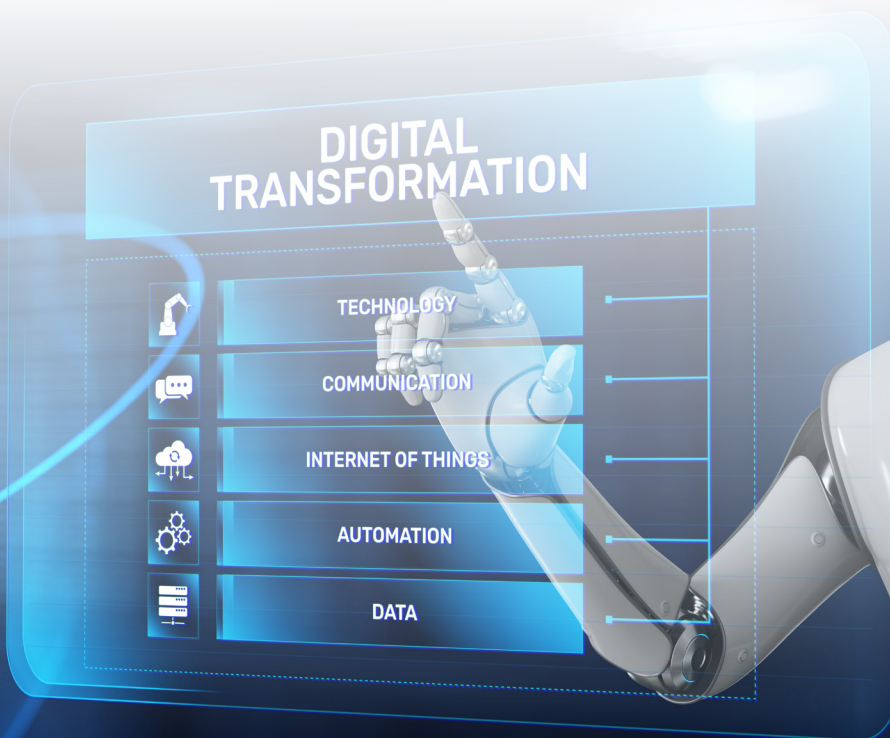
Trainer: Rudy Shoushany

Learning Outcomes:

In today's rapidly evolving landscape, it can be challenging to identify the opportunities that businesses and individuals can leverage for growth and innovation. This program is designed to equip participants with a clear understanding of key transformative concepts and emerging trends.

Key Learning Objectives:

- **Digital Transformation:** Gain insights into the concept of digital transformation, explore the latest trends, and examine innovative business models reshaping industries.
- **Emerging Technologies:** Understand the technologies driving the future, from automation to advanced computing.
- **Financial Technologies (Fintech):** Explore how fintech is revolutionizing financial services and reshaping the global financial ecosystem.
- **Introduction to Blockchain and Cryptocurrency:** Learn about decentralized payment systems and the foundational principles of blockchain technology.
- **Digital Transformation Maturity:** Assess organizational readiness for digital transformation through interactive group exercises.
- **Introduction to Artificial Intelligence and Generative AI:** Discover the potential of AI and generative technologies in shaping the future of work and innovation.



Modules

Module 1: Introduction to Digital Transformation

- » The introduction to the Digital transformation
- » The Digital Transformation Case
- » The 3 Components of market leaders
- » Transformation vs Change
- » Innovation
- » Disruptive Innovation
- » The 3 Digital D's (Digital Product, Digital Process, Digital Services)
- » Use case

Module 2: Digital Transformation in Finance

- » Fintech Storm
- » Introduction to Fintech
- » Fintech 4.0 Evolution (*available technologies trends*)
- » Overview of Fintech & Market Size
- » Financial Model transformation
- » Innovation in finance (*Neo Banking, Blockchain*)
- » GAFA (*Google, Amazon, Facebook, Apple*)
- » Payments API / Sandbox
- » Retail Banking of the future

Module 3: Emerging Technologies

- » 6Ds Framework
- » 5G
- » Big Data
- » Data Science
- » Cloud Computing, serverless
- » VR/AR
- » Quantum computing
- » Robotic & Robotic Process Automation (RPA)
- » The Internet of Things (IoT)
- » 3D Printing
- » Use cases

Module 4: Introduction to Blockchain Bitcoin Cryptocurrency Technologies

- » Intro to blockchain
- » Explain cryptographic building blocks and reason about their security
- » Define Bitcoin's consensus mechanism
- » Learn how the individual components of the Bitcoin protocol make the whole system works: transactions, script, blocks, and the peer-to-peer network

- » Define how mining can be re-designed in alternative cryptocurrencies
- » Understand the different cryptocurrencies, such as Ethereum
- » Understand the different wallets
- » Central Bank Digital Coins CBDC
- » Intro to non-fungible tokens NFT
- » Understand the concept of Dapps
- » Understand Smart contracts and its future use cases
- » Define Decentralized Finance DEFI

Module 5: Strategies for Change Management

- » Understanding Change Management
- » Understanding the Role of change manager
- » Leadership in the Digital Age
- » Emotional Intelligence (EI)
- » Effective Communication and Influence
- » Empowering and Engaging Teams
- » Leading the change management

Module 6: Organization and Execution

- » Best organizational setup for successful digital transformation
- » Define short- and long-term strategic goals of digital transformation.
- » Develop a digital transformation roadmap and evaluate digital initiatives.
- » Formulate strategies to transform individual behaviors and organizational culture to support digital transformation.

Module 7: Digital Transformation Maturity

- » Understanding the current status and how to move forward
- » Understanding Digital Transformation Maturity
- » Key Factors Impacting Maturity Levels
- » Advantages of Advancing in Maturity
- » Assessing Current Digital Transformation Maturity group exercise
- » Group exercise

AXIS 2: FONDAMENTALS OF AI

Trainers: Christophe Zoghbi and Georges Badr

Learning Outcomes

- Gain a comprehensive understanding of the foundational concepts and key components of data science.
- Explore the fundamentals of Artificial Intelligence (AI) and Generative AI, including their core principles and capabilities.
- Identify practical applications of AI across various industries and sectors.
- Develop an in-depth understanding of diverse AI domains and their interconnections.
- Understand essential security and compliance measures to meet organizational requirements.
- Analyze and address ethical considerations related to AI and the responsible use of data.

Modules

Module 1: Data Science Fundamentals

Trainer: Georges Badr

- What is Data Science?
- Types of Data
- The Data Science Lifecycle
- Data Acquisition and Preparation
- Data Modeling and Visualization
- Data Science Roles
- Benefits of Data Science
- Challenges of Data Science
- Business Use Cases for Data Science

Module 2: AI Fundamentals

Trainer: Georges Badr

- A Brief History of AI
- What is Artificial Intelligence?
- Different types of AI
- Deep Learning and Neural Networks
- Real-world Applications of AI
- AI in the MENA region
- Benefits and Challenges of AI

Module 3: Domains of AI

Trainer: Georges Badr

- What is Natural Language Processing (NLP)?
- NLP applications (Sentiment Analysis, Chatbots, etc..)
- What is Computer Vision?
- Computer Vision challenges
- Computer Vision applications (Facial Recognition, Object Detection, etc..)
- Robotics and Autonomous Systems
- Reinforcement Learning
- Emerging AI Technologies

Module 4: Cybersecurity

Trainer: Christophe Zoghbi

- Identifying Security Compliance Measures
- Identify Organizational Compliance Requirements and Resources
- Recognizing and Addressing Social Engineering Attack
- Maintain Physical Security of Devices
- Use Secure Authentication Methods
- Protect Your Data
- Use the Internet Securely
- Use Social Networks Securely

Module 5: Data & AI Ethics

Trainer: Georges Badr

- Introduction to Data Ethics
- Identifying Ethical Issues
- Ethical Frameworks
- Privacy, Fairness, and Safety
- Algorithms and Human-Centered Values
- Transparency and Explainability: The Black Box Problem