



AI in Business Workshop

BFS Fall 2025 | December 01, 2025

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Sign in sheet

Keep an eye
out for the
password !-





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What is AI?

01

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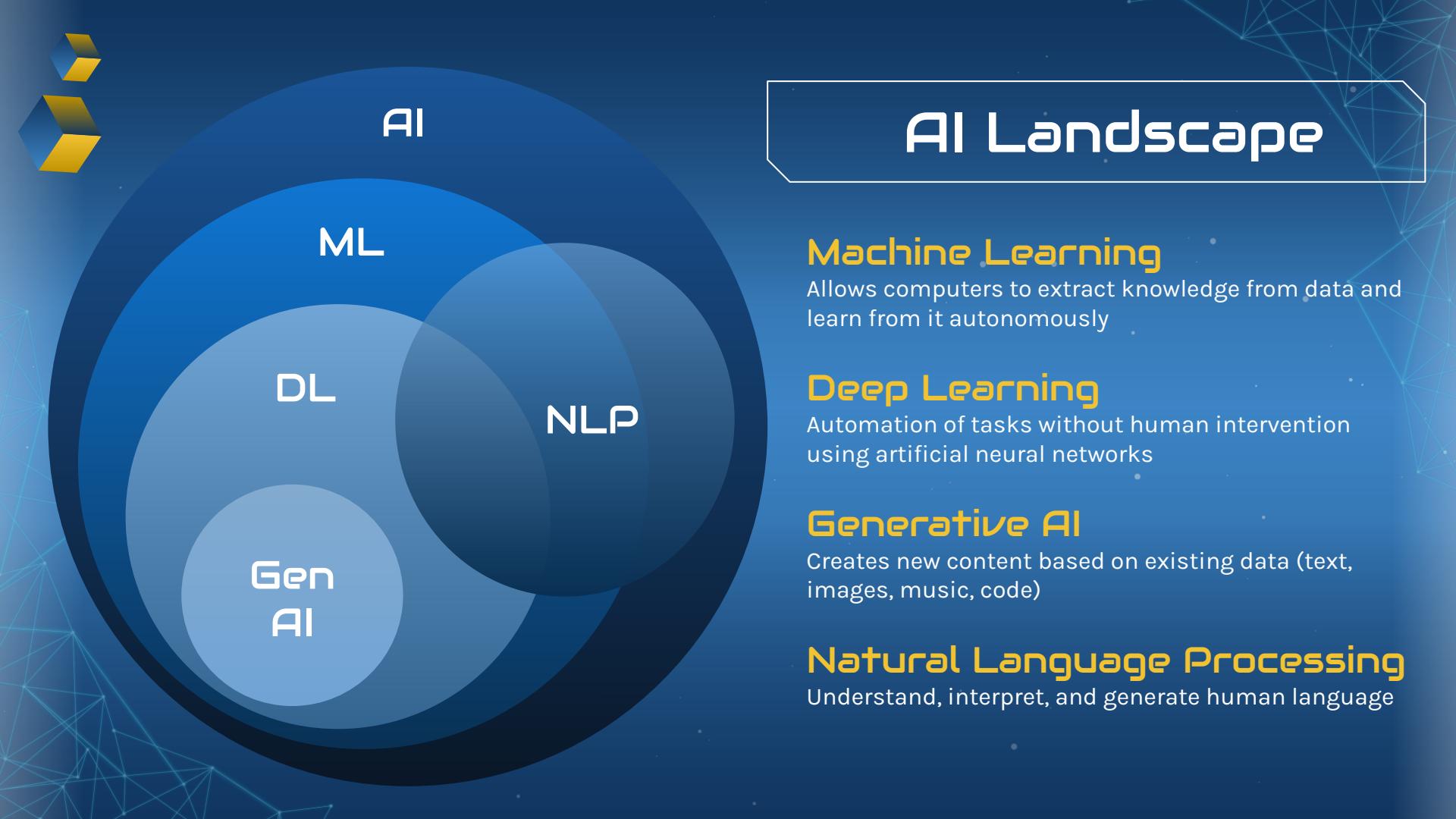
Definition

Ability of machines to **perform tasks** that typically require **human intelligence**

Basically:

Think and act like a human **without** human oversight







Emerging AI Technologies



Gen AI

Generative AI

Creates new content
(text, images, code).



LLMs

Large Language Models

Type of gen AI specializing in
text-based content



RPA

Robotic Process Automation

Uses bots to automate
repetitive tasks



Generative AI & Robotic Process Automation



Generative AI

Algorithms that can create new content, from text to images to code. It can be used in marketing and advertising, product design, and customer experience



RPA

Also known as Intelligent Automation, these systems automate repetitive tasks, analyze trends, and optimize decision-making. These can be used in Finance, HealthCare, and Retail



Agentic AI

What is it?

- AI systems that **act autonomously** with limited supervision to achieve a goal
- Extends gen AI: generating answers → completing tasks

Why does it matter?

- **Automates** routine workflows and **increases productivity**
- Can specialize in certain tasks
- Gaining traction in financial services, customer support

Examples

- Microsoft 360 CoPilot
- Tesla Autopilot





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Pros and cons of AI

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Pros

Improves efficiency and speeds up processes

Reduces human error and increases accuracy

Enhances decision making with data driven insights

Provides personalized customer experiences

Automates repetitive tasks and frees employee time

Helps predict trends and future business needs

Cons

Requires high initial investment and integration costs

Needs ongoing maintenance and technical expertise

Can replace certain job functions

May introduce bias if the data is not reliable

Raises privacy and security concerns

Creates dependency on complex systems that can fail





Benefits of AI For Businesses

1

Efficiency

Automates routine tasks and speeds up workflows

2

Accuracy

Reduces errors through consistent, data based processing

3

Data Insights

Identifies patterns and supports stronger decision making

4

Personalization

Delivers tailored recommendations and experiences to customers

5

Cost Reduction

Streamlines operations and lowers long term expenses

6

Forecasting

Predicts trends and helps companies plan ahead more effectively



Applications of AI



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Healthcare

AI imaging, treatment guidance, & patient monitoring



Manufacturing

Predictive maintenance, defect detection, & process optimization



Retail

Personalized recommendations, visual search, & demand prediction



Industry Applications of AI

Finance

Fraud detection, risk scoring, & automated trading



Marketing

Personalized campaigns, audience segmentation, & targeting optimization

Transportation

Route optimization, autonomous systems, & safety monitoring



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Examples of AI in Business

**Customer Service
Automation**



**Predictive
Analytics**



**Personalized
Marketing**



**Fraud Detection &
Risk Management**



**Product
Development &
Creative Tools**



**Personalized
Marketing**



Case Study

Recommendation Systems

Description

What?

AI models that predict and personalize a user's content

Why?

To cut through "content noise" and the 'hassle' of sifting

Value?

Drives increased sales, user engagement, and customer loyalty

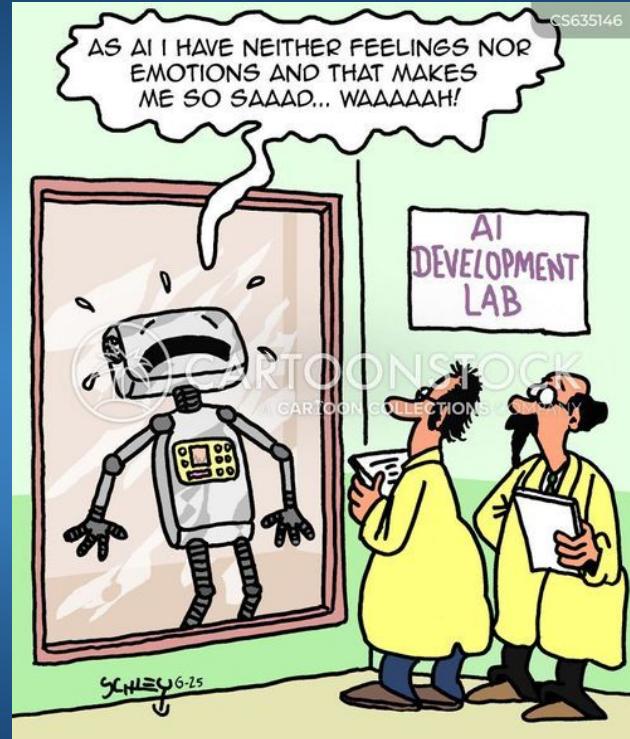




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Future of AI

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Future of AI



Human AI Teams

AI augments
employee expertise



AI Regulation

Developing frameworks
to ensure responsible use
of AI



Lifelong Learning

AI continuously learns
in real-time, without
needing costly
retrainings





Challenges

Ethics

Bias in Data

Error

Liability

Job
Displacement

Lack of
Transparency

I DON'T KNOW... SOMEHOW I DON'T HAVE
A GOOD FEELING ABOUT THIS
SELF-LEARNING AI...



Will AI take my job?

YES, ur
cooked





Will AI take my job?

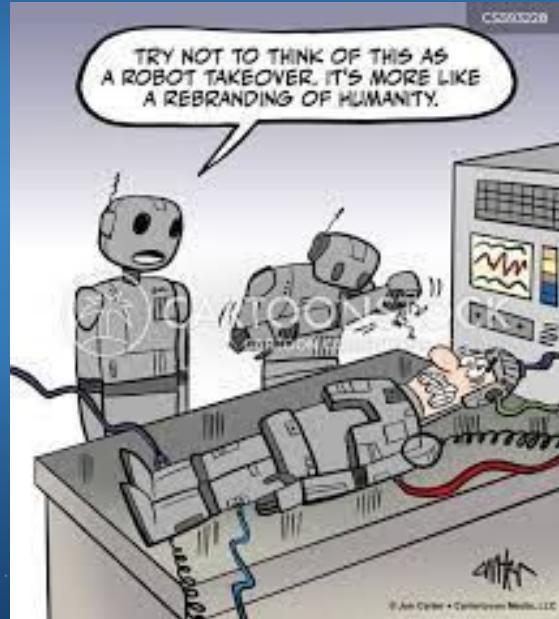
Just Kidding, kind of... not really?

Straightforward/repetitive jobs are at risk

Jobs involving empathy, emotional intelligence, and adaptability are safe... for now

Good News: AI can't completely replace humans!

Curious about more? Check out [this link](#)!





Skills to Build in the Age of AI

- Strong verbal and written communication
- Creativity: guiding AI
- Management
 - Emotional intelligence
 - People skills
- AI-Fluency: Prompting and Integration



Questions?

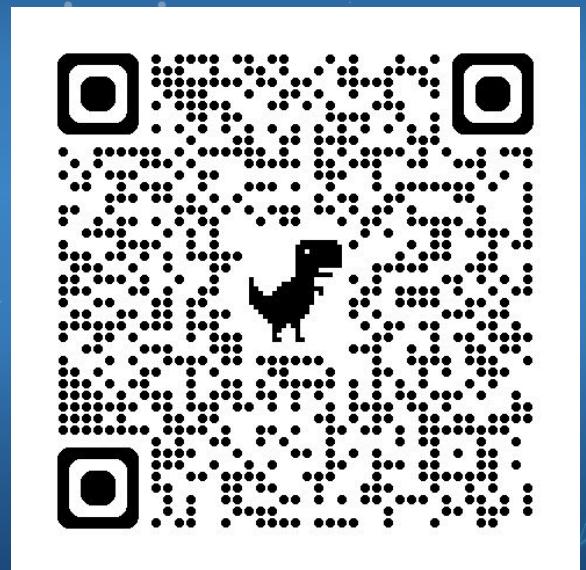
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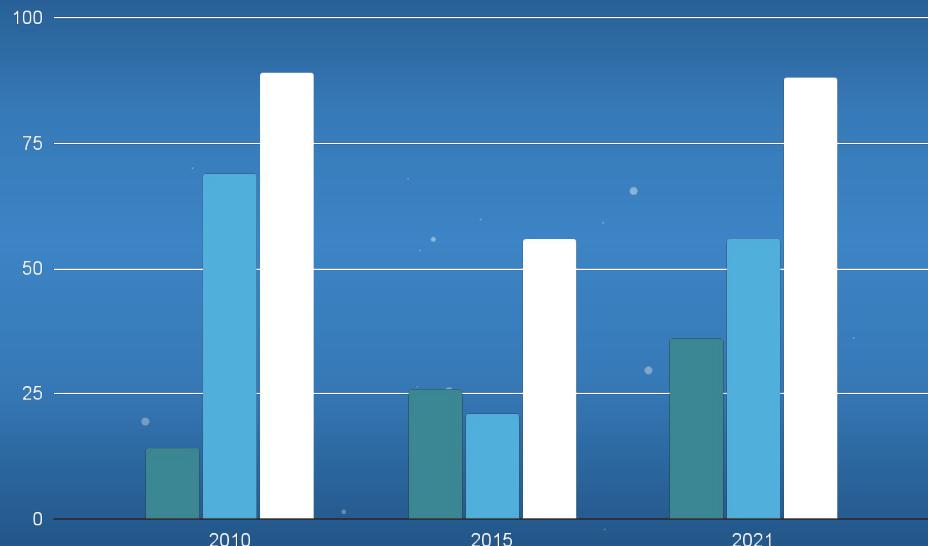
Link to our [substack](https://substack.com/@bruinfinance)!

Password for sign in sheet: [Reality](#)

Dining Hall run afterwards!



Analysis of the results



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)



Mars

Despite being red, Mars is a cold place



Venus

Venus is the second planet from the Sun



Neptune

Neptune is the farthest planet from the Sun



Discussion

Discussion 1

Mars is actually a very cold place

1

Discussion 2

Jupiter is the biggest planet of them all

2

Discussion 3

Saturn is a gas giant and has rings

3

Discussion 4

Venus is the second planet from the Sun

4

Generative AI & Robotic Process Automation

Current situation

Jupiter is a gas giant and the biggest planet in the Solar System. It's the fourth-brightest object in the night sky. It was named after the Roman god of the skies and lightning

1

Earth

Earth is the third planet from the Sun



2

Mars

Despite being red, it's actually a cold place



3

Mercury

Mercury is the smallest planet of them all



Problems



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Conclusions

Venus

Venus is the second planet from the Sun

Mercury

Mercury is the closest planet to the Sun

Mars

Despite being red, Mars is a cold place

Jupiter

Jupiter is the biggest planet of them all

Saturn

Saturn is composed of hydrogen and helium

Neptune

It's the farthest planet from the Sun





AI Topics Overview



What about Venus?

Venus has a beautiful name, but also high temperatures



What about Mars?

Mars is actually a cold place. It's full of iron oxide dust



What about Mercury?

Mercury is the smallest planet in the Solar System



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Agentic AI



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Definitions online



What about Venus?

Venus has a beautiful name, but also high temperatures



What about Mars?

Mars is actually a cold place. It's full of iron oxide dust



What about Mercury?

Mercury is the smallest planet in the Solar System



Evolution

01

Jupiter

Jupiter is the biggest planet of them all

02

Saturn

It's composed of hydrogen and helium

03

Mars

Mars is actually a very cold place

04

Venus

Venus is the second planet from the Sun



Technology references

Do you know what helps you make your point clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation at all. Let's use lists!

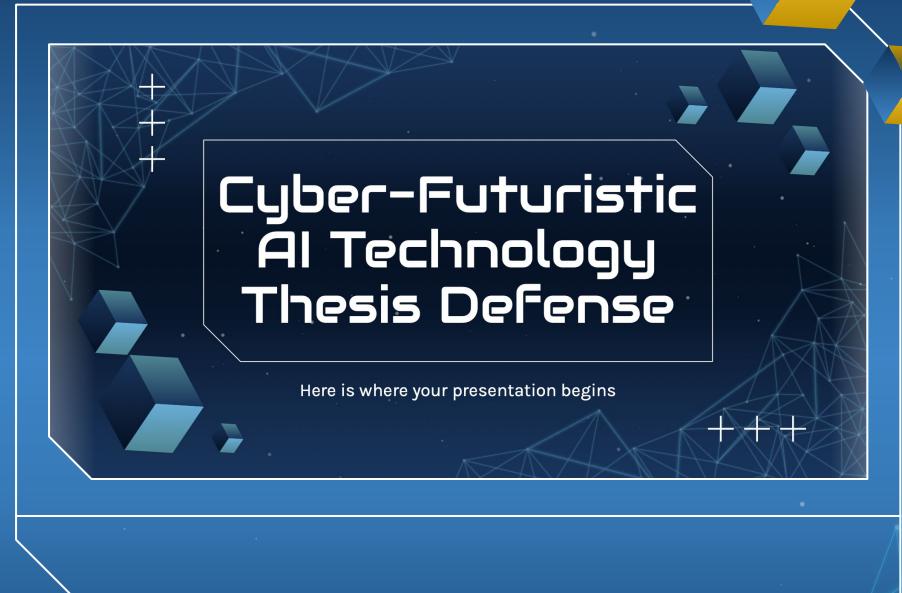


Examples of AI in Business

- AUTHOR (YEAR). *Title of the publication*. Publisher
 - Mercury is the closest planet to the Sun and the smallest one in the Solar System
- AUTHOR (YEAR). *Title of the publication*. Publisher
 - Mars is full of iron oxide dust, which gives the planet its reddish cast
- AUTHOR (YEAR). *Title of the publication*. Publisher
 - Jupiter is a gas giant and the biggest planet in the Solar System
- AUTHOR (YEAR). *Title of the publication*. Publisher
 - Venus has a beautiful name and is the second planet from the Sun

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Photos

- Website hosting concept with circuits
- Woman wearing virtual reality simulator
- Man using a pair of smart glasses
- Woman wearing virtual reality simulator
- Website hosting with smiley man in suit
- Close up hand holding futuristic screen





Benefits of AI For Businesses

Theoretical Framework

Key terms

- Mercury is small
- Earth harbors life
- Jupiter is quite big

Relevant theories

Theory 1

Saturn is a gas giant and has rings

Theory 2

Neptune is the fourth-largest planet



Framework

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury, and its atmosphere is extremely poisonous

Resources

Did you like the resources on this template? Get them for free at our other websites:

Photos

- Gradient network connection background

Vectors

- Medium shot man wearing vr glasses
- Close up eye scanning
- Side view woman working on digital monitors
- Young man with virtual reality simulator and woman testing
- Website hosting concept with futuristic screen

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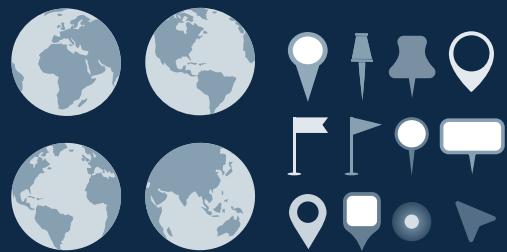


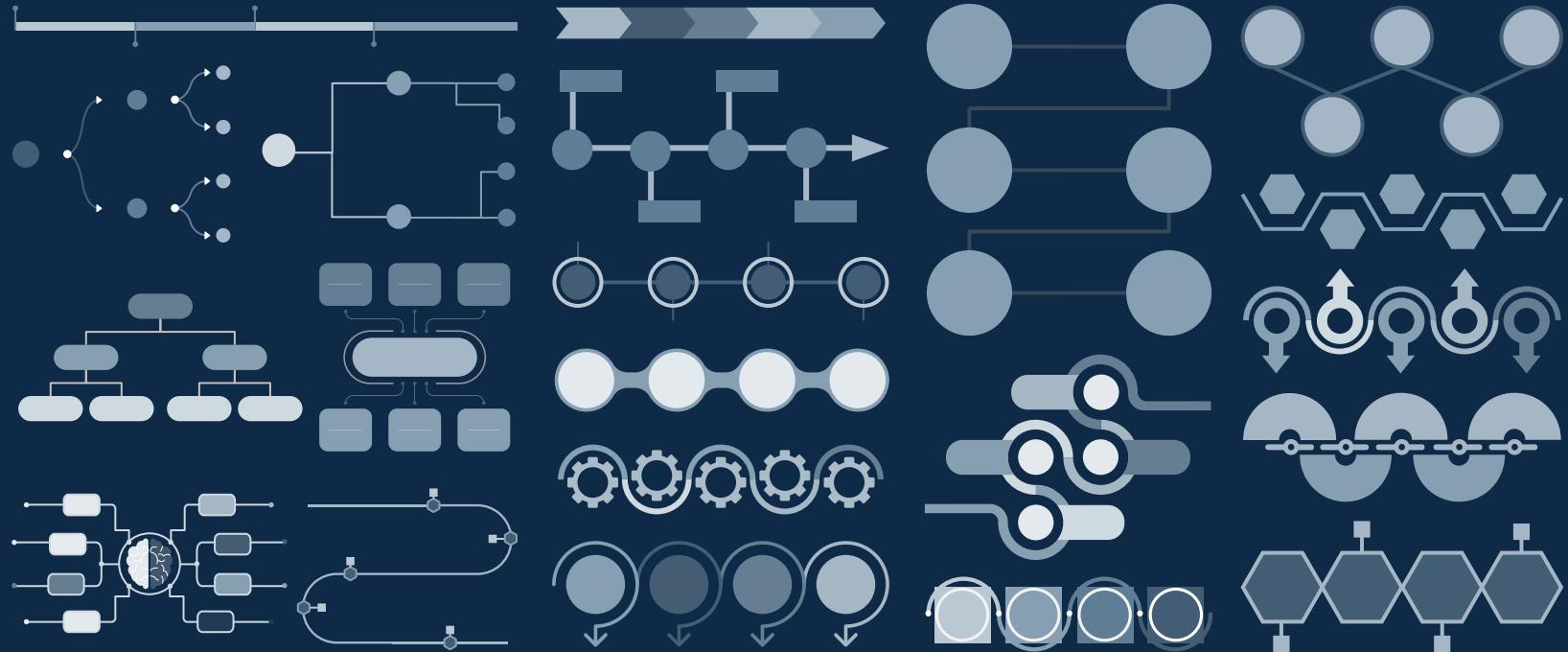
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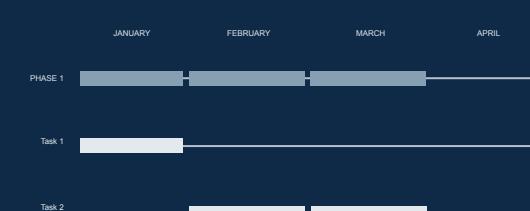
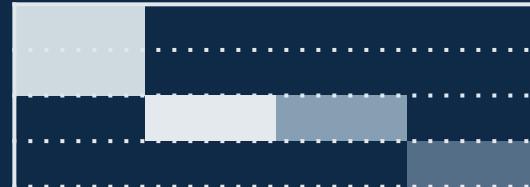
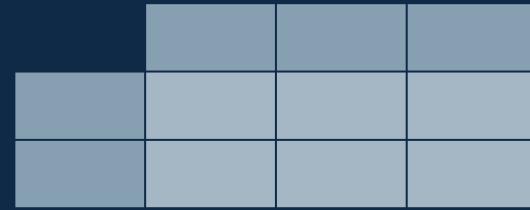
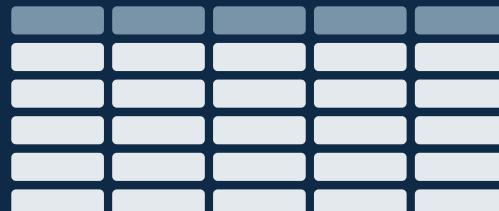
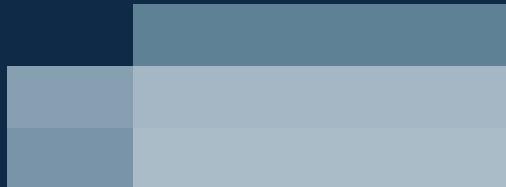
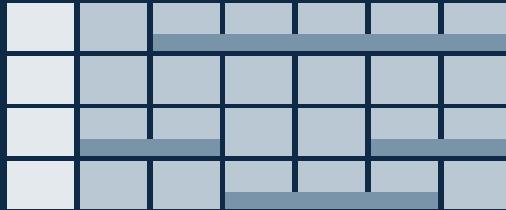
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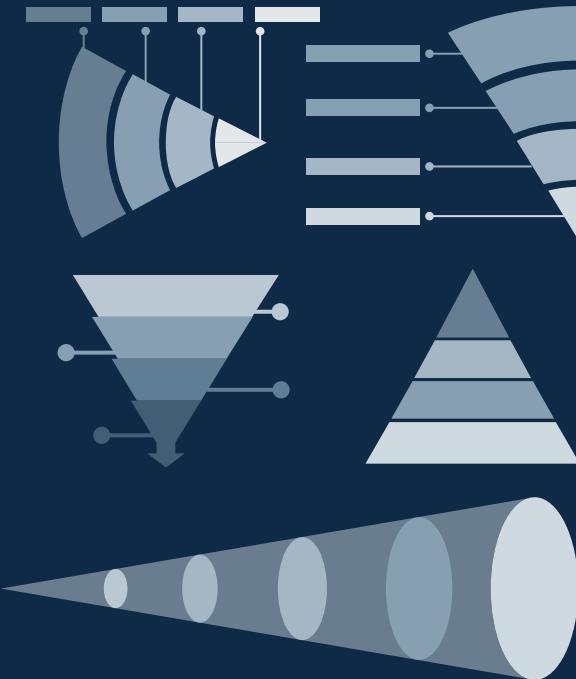
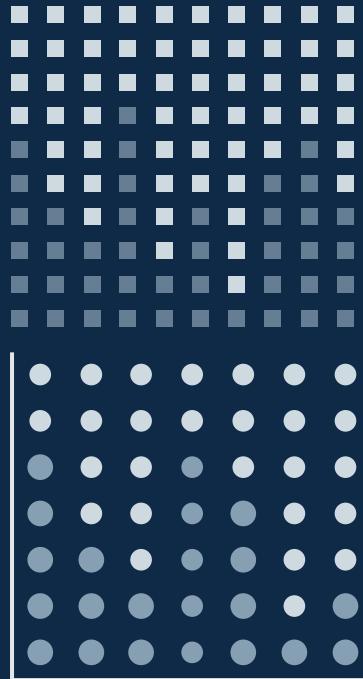












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