AD HOC PROGRAMMES
Education + Leisure
Ortygia Business School

Titolo:	**ARTIFICIAL INTELLIGENCE FRONTIERS IN FINANCE: THREATS AND OPPORTUNITIES**
Client:	Bank/Financial Institution
Target:	Private Bankers/Financial Promoters
Durata:	2,5 days

Format:

TEACHING SESSIONS

NETWORKING EVENTS

CULTURAL EXPERIENCES

Schedule:

Day 1	Day 2	Day 3	Day 4
	LECTURE	LECTURE	LECTURE
	LIGHT LUNCH	LIGHT LUNCH	LIGHT LUNCH
ARRIVAL	CULTURAL EXPERIENCE	CULTURAL EXPERIENCE	DEPARTURE
Welcome Dinner	Networking Dinner	Networking Dinner	

ARTIFICIAL INTELLIGENCE FRONTIERS IN FINANCE: THREATS AND OPPORTUNITIES

The course introduces some fundamental concepts of artificial intelligence (AI) relevant to financial consulting (robo-advising, machine learning, big data). The deepening of this theme is useful for discussing the advantages and limitations of emerging approaches in the field of financial consultancy, as well as understanding the way in which AI can become an opportunity for the players in the consulting market. The course introduces the main recent results of economics and finance and the most important trends in this field in a way that is accessible to an audience of non-economists. The course is designed for an audience of financial consultants.

ROBO-ADVISING E WEALTH MANAGEMENT
Alberto Rossi, University of Maryland

The course presents some key features of the relationship between assets and individual investors. We will start with a brief introduction of concepts such as diversification and factor investing, showing how robo-advisers can help individuals to automatically invest their wealth. Subsequently the actors will be analyzed in the space of robo-advising with respect to the technology they use and the asset classes to which they expose their investors. We will discuss forms of complementarity of robo-advisors characterized by interactions with humans. Finally, the differences with human consultants will be discussed with respect to the investment philosophy and methodology; finally, issues related to the regulation in which robo-advisers operate will be discussed.

BIG DATA E MACHINE LEARNING IN FINANCE
Giuseppe Ragusa, European Central Bank

According to a survey by Barclays PLC, about 62% of hedge funds use some artificial intelligence processes to meet needs such as collecting real-time financial news from global financial markets. The algorithms are used to find the best way to perform operations, to identify market dynamics and to scan information sources for patterns that could change the direction of the market. More and more credit institutions use them to calculate a customer's score credit and to identify fraudulent transactions. Despite their widespread use, non-experts know little, almost nothing, of the logic with which an algorithm can distinguish images or write a poem. Even less clear is what has to do with the visual recognition typical of AI with the management of a financial portfolio.

The goal of this programme is precisely to "demystify" machine learning algorithms, describing their common logic in an accessible way. This will allow understanding why algorithms can be successfully applied in finance for market analysis and portfolio construction.

DRAMATIZED TOUR OF ORTIGIA AND GUIDED TOUR OF THE ARCHAEOLOGICAL PARK OF THE NEAPOLIS

DRAMATIZED TOUR OF ORTIGIA AND FOOD&WINE TASTING

Dramatized path in the island of Ortigia and its "places of myth". A time machine between historical and legendary figures, monuments and epochal battles, heroes and ancient gods. In this "journey of knowledge", the Myth, the History, the Tradition are the fundamental ingredients that ask to be lived, savored in order to gain the right depth without losing the pleasure of the experience. With the "Siacusa Passeggiate Sentimentali", the Aletheia Association proposes a format of cultural tourism that put together Talent with Knowledge, Theater with the dimension of travel, through a narrative and experiential journey that interprets the soul and history of the city in an innovative way. As in a narrative relay, the travelers-participants will be guided along a route full of theatrical interventions, guided tours to reveal the monuments, tastings, special meetings that make them protagonists of a real emotional dramaturgy of the territory. People involved: artists, actors and tourist guides active in the area; historic patisseries, artisan laboratories, food and wine operators.

GUIDED TOUR OF THE ARCHAEOLOGICAL PARK OF THE NEAPOLIS

This vast archaeological park contains Siracusa's greatest concentration of ruins. It's divided into three main sections: the *latomie* (stone quarries), the Greek theater, and the Roman amphitheater.
The Greek Theater, built in the 5th century BC and later expanded, its 42 rows of seats were hewn directly out of the living rock, and probably saw the first productions of some of Aeschylus' plays.
The Romans, who felt serious drama was to be taken only in moderation, adapted the thing so they could occasionally flood the stage and stage tiny mock sea battles. They still use the theater for summertime productions, mostly classical plays.
At the top of the cavea are niches that once contained little votive altars, plus a little niched pond that collects the cold water flowing from an ancient aqueduct—great for dipping your tired feet.