

Keep abreast of the latest developments in Business!

Our Business Buzz Program

Business Buzz is a series of lectures offered throughout the academic year. The topics are centered on how technology (especially artificial intelligence) is impacting every aspect of business, from common processes to sector-specific changes.

The world is undergoing a digital transformation and no one can afford to ignore this. It is essential to keep abreast of developments: only then can the best decisions be made for the individual and the organisation. Processes in the digital world such as data collection and manipulation are transforming business processes in production, HR, marketing, pharma, finance, and others by means of artificial intelligence. This is not to speak of strategy, which sits atop everything.

At the same time that managers of the future need to know about technical advances they also need to be highly competent in soft skills such as critical thinking, analytic thought processes, argumentation, and communication. Only then will it be possible to successfully control technologies such as those based on artificial intelligence.

Our Business Buzz program provides information and training in both of these areas.

Who is it for?

Business Buzz is designed for managers, project leaders, and specialists from any business or public sector organisation as well as business school students. The programme content is designed to stimulate thought and ideas about business and technology and we welcome people of all backgrounds.

What are the benefits of attending our Business Buzz program?

- Get on top of latest technology developments in business
- Become forward-looking
- Improve communication skills on trends and issues
- Cambridge Valid Certificate

Students will receive a Certificate of Attendance with the Cambridge Valid stamp as a valued sign of quality.

What is the program?

- Our regular programme includes 10 sessions, one per month, throughout the year.
- Our extended program includes 20 session, two per month

Each session is for one hour. We have a rolling start so participants may join in any month.



How is it organised?

The session is held on Zoom by one of our expert tutors. The tutor will present the topic and manage discussion points at the end of the session.

What about dates?

The program is held through the academic year, October – June.

What about the topics?

Business Buzz includes a full manifesto of areas and topics that we draw from when drawing up specific programs. The manifesto includes:

Global business areas impacted by technology

- Growth sectors
- Management and leadership
- Organisation change
- HR and employment, Competence needs
- Marketing techniques
- Financing a growing enterprise
- Business and the environment

Processes and technologies

- The Digital Transformation: AI and Big Data
- Business Platforms
- Business Analytics and Consumers
- Blockchain applications
- Fintech, Legtech, and Crypto
- Financial markets
- Digital Marketing
- Industry 4.0
- Cyber Security

Sectors

- Production – from auto to aerospace
- Primary industries
- Agriculture
- Pharma

- Financial
- Consumer, retail and wholesale
- Education
- Entertainment

People and Control

- Leadership and Strategy
- Ethics and Artificial Intelligence
- Human Control & Critical Thinking
- AI regulation

Why Cambridge Valid?

Located in Cambridge, Cambridge Valid is proud of its roots in the Cambridge Cluster. Cambridge University has 121 Nobel Prize winners and is consistently ranked in the top 3 worldwide. Connected to the university there is a substantial technology and biomedical business and innovation ecosphere. There are almost 6,000 knowledge-intensive firms based in and around Cambridge, employing more than 72,000 people and generating £21 billion in turnover. There are 23 unicorns (billion-dollar companies) in Cambridge.

Cambridge Valid has an extensive network in Cambridge. This allows us to draw on the best global knowledge and practice in our validation and training offers. Our people are at the top of their professions and stand at the forefront of change.

The UK has the third largest AI market in the world with a value of £16.8bn (2024) expected to grow to £800bn by 2035. The UK has twice the number of AI-based companies than any European country and over 55% of all AI-related private investments from VC, PE, and angel investors. The US and the UK have formed a formal partnership on the science of artificial intelligence safety.

