

# Course Outline - Artificial Intelligence in Business Management

## General Information

Course title: Artificial Intelligence in Business Management

Course pre-requisite(s): There are no prerequisites for this course. General interest in business management is sufficient.

## Course Overview

Technologies have changed the way we live, work and play. One of such technology which is making huge impacts is Artificial Intelligence. This introductory course will sensitise participants to the advancing role of AI in various industries. The advantages of AI are obvious, however, possible areas to be careful about will be considered too. The inclusion of this course is timely as European Union is deliberating on the role of ethics and trust in Artificial Intelligence application. The daily topics will be posted on the website and teaching method will be interactive and discussion based.

## Learning Outcomes

At the end of this course, students should be able to

- Explain what is artificial intelligence and what is the role it is playing in our lives,
- Appreciate the impact AI is making in various industries from health to manufacturing,
- Reflect on the pros & cons of AI & start a dialogue on how to mitigate AI's negatives,
- Form an opinion on the ethical component of AI,
- Comment on how European Union and the world can scale up AI initiatives,
- Give better informed commentary on the increasing role of AI in business management and our lives,
- Acquire motivation to examine our life and work aspirations as AI is displacing many jobs and will continue to do so,
- Demonstrate better understanding of the skills which would be required in the future of work.

Outcome: After the course, participants will know substantially more about the artificial intelligence and related technologies. They will be able to think of different ways of utilizing them in business and prepare themselves for the future of work.

## Course Content

The following is tentative schedule: Details are on the website

<http://tashfeen.pbworks.com/w/page/132894129/AI>

Introduction to Artificial Intelligence

Introduction to other technologies e.g. robotics, machine learning, block chain etc.

Making connection – AI & other technologies

Overview of Industries: Looking at the progress

Examples of AI in business – Various industries

Examples of AI in business (Continued)

Movie Day

How to scale up in the future of work? Multiple Examples

How to prepare for jobs in Artificial Intelligence driven world?

Reflections and conclusions: The way forward!



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### **Instructional Method**

Lectures, class discussions, case examples, videos, Guest Lecturer

### **Required Course Materials**

Material is available on my website:

<http://tashfeen.pbworks.com/w/page/132894129/AI>

### **Assessment**

Evaluation criteria and grading (weighted categories)

- Class Discussion Participation: 40%
- Video Submission: 40%
- Individual Reflection Exercise: 20%