Course Competency

GEB 1432 Applied Artificial Intelligence (AI) in Business

Course Description

This course illustrates how Artificial Intelligence (AI) is currently applied in industries and across business functions to support business strategy formulation, implementation and evaluation. This course introduces the data-driven outcomes and ethical issues to be considered when implementing responsible AI in business and industry. (3 hr. lecture)

Course Competency	Learning Outcomes
Competency 1: The student will understand the fundamental uses of Artificial Intelligence (AI) in the general business environment by:	1. Computer / Technology Usage
1. (a) defining terminologies related to AI in the context of business. (b) discussing how computers and people can be combined to foster collective intelligence. (c) explaining the role of AI for effective implementation of business strategies to create a smarter organization. (d) examining the organization's use of AI technologies. (e) discussing the impact of the regulatory environment on the use of AI in private and public sectors.	
Competency 2: The student will discuss ethical and societal issues surrounding the use of Artificial Intelligence (AI) in business and industry by:	1. Ethical Issues 2. Social Responsibility 3. Computer / Technology Usage
1. (a) discussing the principles that guide the responsible use of AI in business and industry, for example, fairness, reliability and safety, privacy and security, inclusiveness, transparency, and accountability. (b) examining the impact of human biases in designing AI technologies. (c) identifying issues and implications, areas of risk, and approaches	

to making ethical choices when applying responsible AI in organizations and industries. (d) discussing the costs, for example financial, social and reputational, of the application of AI in a business context. (e) evaluating scenarios of ethical dilemma involving the use of AI in business' pursuit of environmental, social and AI governance strategies. (f) discussing the personal accountability of business and industry stakeholders involved in the design and implementation of AI technologies.	
Competency 3: The student will discuss the implementation and implications of the use of Artificial Intelligence (AI) when executing outcome driven business strategy by:	1. Computer / Technology Usage 2. Information Literacy
1. (a) discussing a framework for realizing strategic advantage in business. (b) considering various AI implementation strategies to achieve competitive advantage and business value. (c) evaluating various data-driven outcomes of AI strategy implementation within an organization. (d) examining the importance of creating an AI-ready culture within the entire organization to achieve competitive advantage.	
Competency 4: The student will discuss the use of Artificial Intelligence (AI) technologies in human resources management by:	1. Computer / Technology Usage 2. Information Literacy
1. (a) identifying the various human resources functions in organizations. (b) describing how firms use various AI tools and techniques in human resources management. (c) considering the data-driven business outcomes and implications of the use of various AI tools in human resources management. (d) evaluating how AI is applied in human resources functions across industries. (e) evaluating how AI is	

applied in human resources functions across industries.	
Competency 5: The student will discuss the use of Artificial Intelligence (AI) technologies in marketing by:	1. Information Literacy 2. Computer / Technology Usage
1. (a) identifying the various marketing functions in an organization. (b) describing how firms use various AI tools and techniques in marketing. (c) considering the data-driven business outcomes and implications of the use of various AI tools in marketing. (d) evaluating how AI is applied in marketing functions across industries. (e) evaluating how AI is applied in marketing functions across industries.	
Competency 6: The student will discuss the use of Artificial Intelligence (AI) technologies in the financial management of an organization and across the financial industry by:	1. Information Literacy 2. Computer / Technology Usage
1. (a) identifying various financial management functions in an organization. (b) discussing the terminologies and the regulatory structure of the financial industry. (c) describing how various AI tools and techniques are used in financial management and across the financial industry. (d) considering the data-driven business outcomes and implications of the use of various AI tools in financial management and across the financial industry. (e) evaluating how AI is applied in financial management functions across industries.	
Competency 7: The student will discuss the use of Artificial Intelligence (AI) technologies in operations management by:	1. Information Literacy 2. Computer / Technology Usage
1. (a) identifying various operations	

| management functions in an organization. (b) describing how firms use various AI tools and techniques in operations management. (c) considering the data-driven outcomes and implications of the use of various AI tools in business operations. (d) evaluating how AI is applied in operations management functions across industries. (e) evaluating how AI is applied in operations management functions across industries. | |

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