

**Course Description****GE1432 | Applied Artificial Intelligence (AI) in Business | 3.00 credits**

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.

**Course Competencies:**

**Competency 1:** The student will understand the fundamental uses of Artificial Intelligence (AI) in the general business environment by:

1. Defining terminologies related to AI in the context of business
2. Discussing how computers and people can be combined to foster collective intelligence
3. Explaining the role of AI in the effective implementation of business strategies to create a smarter organization
4. Examining the organization's use of AI technologies
5. 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. 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
2. Examining the impact of human biases in designing AI technologies
3. Identifying issues and implications, areas of risk, and approaches to making ethical choices when applying responsible AI in organizations and industries
4. Discuss the costs, for example, financial, social, and reputational, of applying AI in a business context
5. Evaluating scenarios of ethical dilemmas involving the use of AI in business' pursuit of environmental, social, and AI governance strategies
6. Discuss the personal accountability of business and industry stakeholders involved in designing and implementing 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. Discussing a framework for realizing strategic advantage in business
2. Considering various AI implementation strategies to achieve competitive advantage and business value
3. Evaluating various data-driven outcomes of AI strategy implementation within an organization
4. Examining the importance of creating an ai-ready culture within the organization to achieve competitive advantage

**Competency 4:** The student will discuss the use of Artificial Intelligence (AI) technologies in human resources management by:

1. Identifying the various human resources functions in organizations
2. Describing how firms use various AI tools and techniques in human resources management
3. Describing the data-driven business outcomes and implications of using various AI tools in human resources management
4. 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. Identifying the various marketing functions in an organization
2. Describing how firms use various AI tools and techniques in marketing
3. Evaluating the data-driven business outcomes and implications of using various AI tools in marketing
4. 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. Identifying various financial management functions in an organization
2. Describing the terminologies and the regulatory structure of the financial industry
3. Evaluating how various AI tools and techniques are used in financial management and across the financial industry. Considering the data-driven business outcomes and implications of using various AI tools in financial management and across the financial industry
4. 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. Identifying various operations management functions in an organization.
2. Demonstrating how firms use various AI tools and techniques in operations management
3. Considering the data-driven outcomes and implications of using various AI tools in business operations
4. Evaluating how AI is applied in operations management functions across industries. (e) evaluating how AI is applied in operations management functions across industries

**Learning Outcomes:**

- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Use computer and emerging technologies effectively