

BUSN 410 Artificial Intelligence for Business

This course aims to provide students with critical knowledge and experience to identify opportunities in proposing and deploying AI solutions to real business scenarios. Having successfully completed the course, students will be able to describe AI and the role it can play to deliver benefits for businesses, identify potential applications of AI in practice, and assess the main capabilities of AI and the core technologies that help deliver them.

(Prerequisite: MATH 115, MSYS 101, ENGL 102 and Minimum of 90 Credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical knowledge and understanding on the principles of artificial intelligence (AI) and machine learning (ML).
2. Identify and apply core AI concepts and different components to deliver complex AI systems in business fields.
3. Critically analyze complex business problems using AI and ML techniques.
4. Demonstrate critical analytical skills in modelling and designing components for intelligent systems in different business disciplines.
5. Use advanced technological tools to develop efficient and effective artificially intelligent systems for business settings.
6. Demonstrate effective oral and written communication skills, including the ability to develop sound and coherent arguments in the context of business through formal or informal presentations and/ or other forms of written communication.
7. Demonstrate ability to work independently and collaborate with others on AI applications and ML in business fields.

Text Book & Course Materials:

- *Artificial Intelligence for Business. (2019). Springer Cham.*

Course Content:

1. Introduction to AI
2. Machine Learning
3. Deep Learning & Applications in Business
4. Recommendation Engines & Application in Business
5. Natural Language Processing
6. Use Cases of NLP
7. Application of NLP in Business
8. Employing AI in Business
9. Artificial Intelligence for Growth