NAAIC

Resource provided by
Miami Dade College

Course Syllabus and Schedule

Applied AI in Business

In this course, you will be introduced to the basic concepts of management and how businesses are using artificial intelligence to achieve organizational goals.

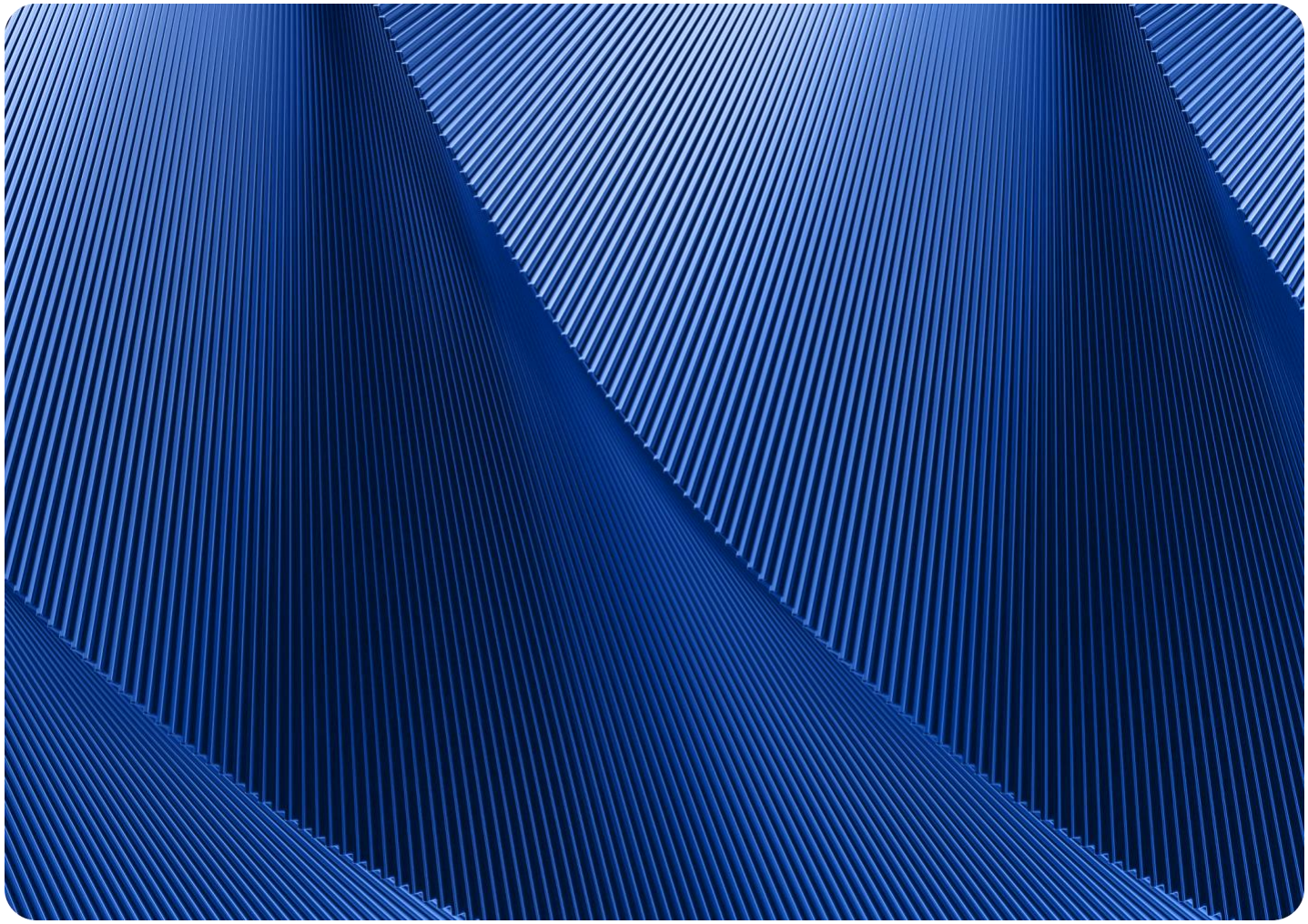

Table of Contents

Course Description

In this course, you will be introduced to the basic concepts of management and how businesses are using artificial intelligence to achieve organizational goals. You will get exposed to how artificial intelligence is being applied in industries and across business functions (operations, finance & accounting, human resource management, and marketing) to support strategy formulation, implementation, and evaluation. We will also discuss the ethical implications of using artificial intelligence.

Prerequisites:
None.

Course Competencies

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

- **The student will understand the fundamental uses of Artificial Intelligence (AI) in the general business environment by:**
    - Defining terminologies related to AI in the context of business.
    - Discussing how computers and people can be combined to foster collective intelligence.
    - Explaining the role of AI for effective implementation of business strategies to create a smarter organization.
    - Examining the organization's use of AI technologies.
    - Discussing the impact of the regulatory environment on the use of AI in private and public sectors.
- **The student will discuss ethical and societal issues surrounding the use of Artificial Intelligence (AI) in business and industry by:**
    - 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.
    - Examining the impact of human biases in designing AI technologies. identifying issues and implications, areas of risk, and approaches to making ethical choices when applying responsible AI in organizations and industries.
    - Discussing the costs, for example financial, social and reputational, of the application of AI in a business context.
    - Evaluating scenarios of ethical dilemma involving the use of AI in business' pursuit of environmental, social and AI governance strategies.
    - Discussing the personal accountability of business and industry stakeholders involved in the design and implementation of AI technologies.

- **The student will discuss the implementation and implications of the use of Artificial Intelligence (AI) when executing outcome driven business strategy by:**
    - Discussing a framework for realizing strategic advantage in business.
    - Considering various AI implementation strategies to achieve competitive advantage and business value.
    - Evaluating various data-driven outcomes of AI strategy implementation within an organization.
    - Examining the importance of creating an AI-ready culture within the entire organization to achieve competitive advantage.
- **The student will discuss the use of Artificial Intelligence (AI) technologies in human resources management by:**
    - Identifying the various human resources functions in organizations.
    - Describing how firms use various AI tools and techniques in human resources management.
    - Considering the data-driven business outcomes and implications of the use of various AI tools in human resources management.
    - Evaluating how AI is applied in human resources functions across industries.
- **The student will discuss the use of Artificial Intelligence (AI) technologies in marketing by:**
    - Identifying the various marketing functions in an organization.
    - Describing how firms use various AI tools and techniques in marketing.
    - Considering the data-driven business outcomes and implications of the use of various AI tools in marketing.
    - Evaluating how AI is applied in marketing functions across industries.

- **The student will discuss the use of Artificial Intelligence (AI) technologies in the financial management of an organization and across the financial industry by:**
    - Identifying various financial management functions in an organization. discussing the terminologies and the regulatory structure of the financial industry
    - Describing 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 the use of various AI tools in financial management and across the financial industry.
    - Evaluating how AI is applied in financial management functions across industries.
- **The student will discuss the use of Artificial Intelligence (AI) technologies in operations management by:**
    - identifying various operations management functions in an organization.
      describing how firms use various AI tools and techniques in operations management.
      considering the data-driven outcomes and implications of the use of various AI tools in business operations.
      evaluating how AI is applied in operations management functions across industries.

Instructional Resources

Required textbook:

Applied AI in Business, 1st Edition
Authors: Dr. Allison Hudson & Dr. Veronica Ramsundar
Publisher: McGraw-Hill Higher Education
ISBN-13: 9781266674600

Platforms and Tools:
Microsoft Copilot and McGraw Hill Connect

NAAIC

Course Outline

Week starting on / Module	Module Topic
Week 1	Foundations of Applied AI in Business: Understanding the Basics and Beyond
Week 2	Applied AI in Management: Driving Business Outcomes for Competitive Advantage
Week 3	Applied AI in Decision Making: Paving the Way for Business Success
Week 4	Responsible AI: Merging Technology with Business Ethics
Week 5	Applied AI in Human Resources: Transforming People Management with Technology
Week 6	Applied AI in Marketing: Reshaping How Businesses Connect with Customers
Week 7	Applied AI in Operations Management: Enhancing Efficiency and Productivity
Week 8	Applied AI in Finance & the Financial Industry: Transforming the Financial Landscape

NAAIC

Grading Schema

Activity	Percentage
In-class activities	15%
Writing assignments	15%
Quizzes	22%
Homework assignments	40%
Attendance	8%