

COURSE TITLE	ARTIFICIAL INTELLIGENCE FOR MANAGERS
COURSE CODE	04MB0149
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Explain core concepts of artificial intelligence and identify its strategic applications in various business domains.
- 2 Analyse the impact of AI technologies such as machine learning, natural language processing, and robotics on managerial decision-making.
- 3 Apply AI tools and techniques to enhance efficiency and innovation in functions like marketing, finance, human resources, and operations.
- 4 Evaluate AI-enabled business models, including potential risks, ethical implications, and regulatory concerns.
- 5 Formulate strategic plans for integrating AI into business processes to drive digital transformation and sustainable competitive advantage.

Pre-requisite of course: Basic understanding of business processes and fundamental knowledge of data analysis or statistics.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to AI in Business: History and evolution of AI, AI vs. Automation, Applications of AI in business functions (Marketing, Finance, HR, Operations), AI-powered business models, Case Studies: Netflix, Amazon, Google, Tesla	10
2	AI Technologies for Business Machine Learning (Supervised, Unsupervised, Reinforcement Learning),, Natural Language Processing (Chatbots, Sentiment Analysis, Voice Assistants), Computer Vision (Image Recognition, Facial Recognition in Marketing), Robotics and Automation in Business, AI and Big Data Analytics for Decision Making	10

Contents : Unit	Topics	Contact Hours
3	AI Strategy, Ethics, and Future Trends AI-driven Decision Making & Predictive Analytics, AI in Customer Relationship Management (CRM),, AI in Finance: Fraud Detection & Algorithmic Trading, Ethical Considerations: Bias, Privacy, Security, and Regulations, Future Trends: Generative AI, AI in Leadership, Sustainable AI, Case Studies: AI failures and lessons for business leaders	10
Total Hours		30

Textbook :

- 1 Artificial Intelligence in Business Management, Teik Toe?Teoh & Yu Jin?Goh, Springer, 2023
- 2 Artificial Intelligence for Business: A Roadmap for Getting Started with AI, Rajendra? Akerkar, Springer Nature (SpringerBriefs in Business), 2018

References:

- 1 AI for Managers, AI for Managers, Maria?Parysz, Packt Publishing, 2024

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	5.00	25.00	25.00	25.00	20.00

Instructional Method:

- 1 Lectures, real-world case studies, hands-on tool demonstrations, and group projects.