

<b>COURSE TITLE</b>	<b>ARTIFICIAL INTELLIGENCE FOR MANAGERS</b>
<b>COURSE CODE</b>	<b>04MB0149</b>
<b>COURSE CREDITS</b>	<b>2</b>

**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

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
2	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to AI in Business:</b> 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	<b>AI Technologies for Business</b> 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	<b>AI Strategy, Ethics, and Future Trends</b> 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
<b>Total Hours</b>		<b>30</b>

#### 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.