

COURSE TITLE	AI TOOLS FOR GBM I
COURSE CODE	04GB0405
COURSE CREDITS	2

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

- 1 Demonstrate an understanding of key AI concepts and technologies, articulating their relevance and applications in global business management
- 2 Apply AI tools and techniques to analyze business data, leveraging predictive analytics and business intelligence to support decision-making.
- 3 Critically analyze case studies of AI implementation in various industries, evaluating the effectiveness and impact of AI-driven strategies on business performance.
- 4 Create innovative AI-driven solutions and strategies for enhancing marketing and customer engagement, while considering ethical implications and future trends in AI.

Pre-requisite of course:NA

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 Overview of Artificial Intelligence, AI Technologies and Applications, AI Tools for Business, Data and AI	15
2	Implementing AI Solutions in Global Business AI-Driven Decision Making, AI in Marketing and Customer Engagement, Ethical Considerations in AI, Future Trends in AI for Business	15
Total Hours		30

Textbook :

- 1 Artificial Intelligence for Business: A Complete Guide, Anand R. K., Wiley India, 2023
- 2 Machine Learning and AI for Healthcare: A Practical Guide to the Applications of Artificial Intelligence, Arjun Panesar, Academic Press, 2023

References:

- 1 Artificial Intelligence: A Guide to Intelligent Systems, Artificial Intelligence: A Guide to Intelligent Systems, Michael Negnevitsky, Pearson, 2022

References:

- 2 AI Superpowers: China, Silicon Valley, and the New World Order, AI Superpowers: China, Silicon Valley, and the New World Order, Kai-Fu Lee, Houghton Mifflin Harcourt, 2022

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project Based Learning, Case Based Learning, Flipped Classroom, Collaboration Learning

Supplementary Resources:

- 1 <https://www.coursera.org/specializations/ai-for-business-wharton>
- 2 <https://www.tavus.io/post/what-is-an-ai-tool>
- 3 <https://www.synthesia.io/post/ai-tools>