

COURSE TITLE	AI & DIGITAL STRATEGIES FOR GLOBAL BUSINESS
COURSE CODE	04MB0393
COURSE CREDITS	4

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

- 1 Evaluate the impact of AI and digital transformation on business ecosystems and models, while addressing ethical considerations and leveraging emerging technologies for global business opportunities.
- 2 Apply AI-driven solutions across marketing, operations, supply chain, and human resource management, analyzing case studies to enhance efficiency, decision-making, and innovation in global business contexts.
- 3 Evaluate the integration of AI applications to implement data-driven digital strategies, leveraging marketing techniques, e-commerce platforms, and transformation frameworks to address global market challenges and opportunities.
- 4 Design a comprehensive digital strategy that addresses emerging trends and challenges in the global business environment.
- 5 Assess the ethical considerations and cybersecurity implications associated with implementing AI and digital technologies in business.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to AI and Digital Transformation Understanding AI and Digital Technologies: Definitions, significance, and current trends in AI and digital transformation., Digital Ecosystems: Overview of digital platforms, ecosystems, and their role in global business., Impact of AI on Business Models: How AI is reshaping traditional business models and creating new opportunities., Ethical Considerations in AI: Addressing ethical issues related to AI and data privacy in global business contexts.	15

Contents : Unit	Topics	Contact Hours
2	AI Applications in Global Business AI in Marketing: Utilizing AI for customer segmentation, targeting, personalization, and predictive analytics., AI in Operations and Supply Chain Management: Enhancing efficiency through automation, predictive maintenance, and inventory optimization., AI in Human Resource Management: Leveraging AI for talent acquisition, employee engagement, and performance management., Case Studies: Analyzing successful AI implementations in multinational corporations.	15
3	Digital Strategies for Global Markets Digital Marketing Strategies: Crafting effective digital marketing campaigns for global audiences, including SEO, SEM, and social media strategies. Analyzing the effectiveness of digital marketing channels in different regions and comparing strategies used by multinational companies., Data-Driven Decision Making: Utilizing analytics to inform strategic decisions in a digital environment. Analyzing data sets from campaigns to identify patterns and performing SWOT analysis on case studies., E-commerce and Global Trade: Understanding the role of e-commerce platforms in facilitating international trade. Analyzing the impact of e-commerce platforms on global trade and evaluating regulatory barriers in different markets., Digital Transformation Frameworks: Frameworks for implementing digital strategies within organizations. Analyzing case studies of digital transformation and evaluating the applicability of different frameworks across industries.	15
4	Future Trends and Challenges Emerging Technologies: Exploration of emerging technologies such as block chain, IoT, and their implications for global business. Evaluating the potential impact of these technologies on various industries. Create innovative business models or solutions leveraging block chain, IoT, and other emerging technologies., Navigating Digital Disruption: Strategies for organizations to adapt to and thrive amid digital disruptions. Evaluating the effectiveness of different organizational strategies in adapting to digital disruptions. Design an action plan for a company to navigate a specific digital disruption scenario., Cybersecurity in Global Business: Understanding the importance of cybersecurity measures in protecting digital assets. Evaluating the cybersecurity frameworks and protocols used by global businesses, and developing an enhanced cybersecurity strategy for a global organization facing specific threats., Developing a Digital Strategy: Creating a comprehensive digital strategy for global business growth and innovation. Critically assess existing digital strategies of multinational corporations. Design a forward-thinking digital strategy for a company looking to enter a new international market, incorporating innovation and long-term growth considerations.	15
Total Hours		60

Textbook :

- 1 Artificial Intelligence, Business and Society, Andreas Kaplan, Springer, 2022
- 2 Artificial Intelligence in Practice, Bernard Marr, Wiley, 2019
- 3 Prediction Machines: The Simple Economics of Artificial Intelligence, Ajay Agrawal, Joshua Gans, Avi Goldfarb, Harvard Business Review Press, 2018
- 4 Hit Refresh: The Quest to Rediscover Microsoft’s Soul and Imagine a Better Future for Everyone, Satya Nadella, Harper Business, 2017

References:

- 1 All in on AI: How Smart Companies Win Big with Artificial Intelligence, All in on AI: How Smart Companies Win Big with Artificial Intelligence, Thomas H. Davenport, Nitin Mittal, Harvard Business Review Press, 2023
- 2 Digital Business Strategies: Driving Transformation and Innovation, Digital Business Strategies: Driving Transformation and Innovation, Kanishka Bedi, Pearson, 2021

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
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 PPT, Board work, Case study,

Supplementary Resources:

- 1 <https://onlinecourses.nptel.ac.in/>
- 2 <https://onlinelibrary.wiley.com/doi/full/10.1111/exsy.70018?msocid=397d424efe4962ee1c4c57c0ffef6390>
- 3 <https://www.microsoft.com/en-us/microsoft-cloud/blog/2025/07/24/ai-powered-success-with-1000-stories-of-customer-transformation-and-innovation/?msocid=397d424efe4962ee1c4c57c0ffef6390>
- 4 <https://cloud.google.com/blog/topics/financial-services>
- 5 <https://www.tandfonline.com/doi/pdf/10.1080/08839514.2022.2145631>
- 6 <https://link.springer.com/book/10.1007/978-3-031-89266-0>
- 7 <https://www.ibm.com/think/topics/artificial-intelligence-finance>