

Program	BS Business Education
Semester	6 th
Credit Hours	3
Pre-requisite	None
Course Title	BSBE 317 AI for Business
Introduction	Artificial Intelligence (AI) is changing the world, it is impacting every industry and is forecast to be a multi-trillion dollar industry by the end of the decade. Many of the world's largest companies, including Google, Facebook and Amazon, heavily utilize AI throughout their businesses to outpace their competitors. But what is Artificial Intelligence? And how can it be leveraged to improve a business? This course aims to answer these questions through exploring the types of AI that exist, how AI is currently being used to create value within businesses, and how this transformative technology can be harnessed to create new products and services. Throughout the course we will also explore the societal, economic and ethical questions that arise when applying AI in business.
Learning Outcome	After reading this course the students will be able to: 1. Distinguish the different types of AI and how they are applied in a business context 2. Identify the different types of datasets and data sources and how they can be leveraged to gain strategic advantage with AI 3. Assess an organisation's existing data sources and business processes to identify opportunities to gain strategic advantage using AI 4. Analyse and advise on the viability and practicality of applying AI to a business opportunity 5. Communicate the social, economic and ethical implications of applying AI in real world applications
Course Content	Overview of AI <ul style="list-style-type: none"> • Understanding the origins of AI and how far we've come • Understanding the key drivers behind AI and the key policy considerations • Getting comfortable with the jargon and technicalities behind AI Getting hands- on with AI <ul style="list-style-type: none"> • Exposure to tools and frameworks used for solving AI-related problems, including basic functionalities in Python, use of Google tensor flow and a range of drag-and-drop tools that can be used • Developing an intuition for the steps involved in AI-related problem- solving, particularly how to collect and clean data and how to interpret results

	<p>Applying AI to managerial contexts</p> <ul style="list-style-type: none"> • An overview of global industries where AI is being applied. The focus is both on general principles that work across industries as well as specific adaptations by industry. • Specific examples of how AI is being used and explored in the local Pakistani industry <p>Applying AI to your own</p> <ul style="list-style-type: none"> • How to identify a problem of interest in your own context where AI could effectively be applied <p>Context</p> <ul style="list-style-type: none"> • How to make a plan to solve this particular problem • Critique these approaches as a group 								
Teaching/ Learning Strategies	<p>Lecture Multimedia presentations Cooperative Learning Non creditor workshops and seminars. Active Learning</p>								
Evaluation Criteria	<p>Course Evaluation</p> <table data-bbox="779 945 1315 1102"> <tr> <td>Sessional</td> <td>25</td> </tr> <tr> <td>Mid Semester Test</td> <td>35</td> </tr> <tr> <td>Final Test</td> <td>40</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </table>	Sessional	25	Mid Semester Test	35	Final Test	40	Total	100
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