

# Course Outline: AP/ADMS 4522 Artificial Intelligence (AI) for Business

## SCHOOL OF ADMINISTRATIVE STUDIES

*Note for students: This short course outline is provided for planning purposes only. Course information is tentative and subject to change; the final course syllabus will be available by the first day of classes.*

### Course Code

AP/ADMS 4522 – AI for Business (held on Mondays from 4:00pm to 7:00pm)

### Course Description

This course explores the role of Artificial Intelligence (AI) in business, covering AI fundamentals, machine learning, Large Language Models (LLMs), Natural Language Processing (NLP), prompt engineering, conversational AI, Agentic AI, and AI-driven business process automation. Students will examine how AI technologies can support organizational decision-making, innovation, and digital transformation across marketing, finance, HR, operations, and Business Technology Management (BTM) through hands-on activities, case studies, and applied projects. The course also addresses AI ethics, privacy, governance, risks, and AI strategy development for organizational efficiency and competitive advantage. Prerequisite: AP/ADMS 3511 3.00.

### Course Delivery

Delivery Mode: In-person lecture and hands-on activities.

This course will be delivered through a combination of lectures, business case studies, hands-on AI activities, simulations, and group discussions. Students will participate in experiential learning activities using AI-based tools and applications. The course emphasizes applied learning, business problem-solving, critical thinking, teamwork, and responsible AI use in organizational environments through the development of an AI-powered business solution project.

### Course Materials

#### Optional Textbook:

**Introduction to Artificial Intelligence: A Business Perspective, 1st Student Edition, 1st Edition.**

## Software Applications Used in the Course:

- ChatGPT/Custom GPTs
- Microsoft products (Copilot, Power automate, Power BI and Excel)
- Zapier or Make AI Agents

Weekly materials may include textbook chapters, datasets, AI software tutorials, prompt engineering exercises, business case studies, workflow automation activities, dashboards, data visualization exercises, AI agent demonstrations, and hands-on applications using generative AI, conversational AI, and business process automation tools.

## Tentative Grade Breakdown and Deadlines

Assessment	Weight	Mode	Tentative Deadline
Assignment 1: NLP, LLMs, and Business Applications of Generative AI	10%	Individual asynchronous online submission	During Week 2
Assignment 2: Prompt Engineering & Conversational AI Applications	10%	Individual asynchronous online submission	During Week 4
Assignment 3: AI Agents & Workflow Automation with Zapier/Make	10%	Individual asynchronous online submission	During Week 6
Assignment 4: AI Applications in Marketing, CRM, and Customer Analytics	10%	Individual asynchronous online submission	During Week 9
Assignment 5: AI Applications in Finance, HR, Operations, Healthcare or ERP Systems	10%	Individual asynchronous online submission	During Week 11
Term Project: AI-Powered Business Solution Design, Implementation & Presentation	30%	Group project report, prototype/demo, and in-person presentation	Final presentations during Week 13

Assessment	Weight	Mode	Tentative Deadline
Weekly participation	10%	In-person engagement in discussions, case analyses, Kahoot/Menti activities, and hands-on exercises	Weekly
Quizzes	10%	In-person in-class online quizzes	Throughout term
<b>Total</b>	<b>100%</b>		

### Course Learning Attributes and Assessment Methods

Ethics	Yes	Numeracy	Yes	IT skills	Yes	Quiz	Yes
Innovation	Yes	Experiential	Yes	Oral skills	Yes	Report	Yes
Global view	Yes	Case studies	Yes	Written skills	Yes	Group work	Yes
Critical thinking	Yes	Guest Speaker(s)	Yes	Participation	Yes	Assignment	Yes
Evidence-based	Yes	Course Project	Yes	Presentation	Yes	Final Exam	No