

XAVIER INSTITUTE OF MANAGEMENT, BHUBANESWAR

XIM UNIVERSITY

Course Name	Business Transformation using Artificial Intelligence
Programme	EMBA-BM
Batch	2023-2024
Term	3
Credits	3
Course Instructor	Prof. Ajit Kumar

Course Introduction and Objectives

Artificial Intelligence provides many opportunities to reinvent your business, just as was possible with the emergence of new technologies such as computing, the internet, and mobile devices. However, businesses need to determine how to create value for their customers using artificial intelligence and what business model makes it competitive and profitable. This course will discuss all the major artificial intelligence technologies and their applications in business transformation. This course is important for tech-savvy students who wish to use AI to empower business processes, products, and customers.

Course Content

- The Goal of AI From Business Organization Perspectives
- Business Transformation Using AI – Three Types of Transformation
- AI Technology, Machine learning, and Deep Learning
- AI Process, AI CRM, and AI Product and Services
- AI Ethics

Course Learning Outcomes (CLO)

In a given situation:

- *CLO1: the students will be able to learn how to use AI, considering its ethical aspects.*
- *CLO2: the students will be able to apply AI technologies in various businesses.*
- *CLO3: the students will be able to empower processes of business organizations using AI.*

Reading and References

- TBD

Pedagogy and Students Workload

The course has 20 sessions. Each session is for 90 minutes. The sessions are aligned with the book chapter, cases, and articles. The instructor will deploy a lecture, short case discussion, and class exercise in all sessions to achieve the course's learning outcomes. Class exercises and case studies aim to grasp the concepts being discussed. As Artificial Intelligence is a highly evolving area (daily changes), the instructor will provide customized and up-to-date case-let and exercises during the study. This course is heavy because students are expected to devote 3-5 hours per week apart from the rigorous classroom sessions.

Session Plan

Session	Topic	Session Learnings	Reading Materials
1	Introduction	You (students), BTAI Course, IS Area, MBA, and Business Organizations	Customized Class Exercise and Case-let, Handout
2-3	The goal of AI from Business Organization Perspectives	Understand using AI to be more intelligent in forecasting business and customer needs; optimizing business output; effective marketing and targeting the	Customized Class Exercise and Case-let, Handout

		proper channels, and enhancing customer satisfaction through value drivers	
4	AI Technology	Understand Definitions of Intelligence and Artificial Intelligence; Understand Big Data, Cloud Computing, and AI – Big data and cloud computing as an enabler of AI; Machine Learning and Deep Learning; AI Capabilities and AI Applications Component.	Customized Class Exercise and Case-let, Handout
5	Knowledge-Based System	Knowledge Management, Knowledge Management System – KBS, DMS/CMS, LMS, OCF, Symbolic vs. Numerical, Knowledge-Based System	Customized Class Exercise and Case-let, Handout
6	Machine Learning	Supervised learning, Unsupervised learning, Reinforcement learning, Semi-supervised learning, Neural network	Customized Class Exercise and Case-let, Handout
7	Deep Learning	Deep Neural Networks (DNN), Recurrent Neural Networks (RNN), and Feed-Forward Neural Networks (FNN)	Customized Class Exercise and Case-let, Handout
8	Business Transformation using AI – Three Types of Transformation	Understand broad types of Business Transformation using AI – Process, Product, and Customer, Business Processes – Value Chain – Understand the Relationship between Business Value Chain, Primary and	Customized Class Exercise and Case-let, Handout

		Secondary Activities, Business Processes, and Emerging Technologies	
9-12	AI Process	Business Processes – Emerging Technologies in Primary Activities – Understand AI in Primary Activities - Supply Chain Management (Inbound Logistics, Operations, Outbound Logistics, Customer Relationship Management (Marketing, Sales, and Services)	Customized Class Exercise and Case-let, Handout, Hands-on
13-15	AI Process	Business Processes – Emerging Technologies in Secondary Activities – Understand AI in Secondary Activities - Accounting, Finance, and Audit, HR, IT, R&D, and Business Innovation, Procurement	Customized Class Exercise and Case-let, Handout, Hands-on
16-17	AI CRM	Customer Relationship Management using AI	Customized Class Exercise and Case-let, Handout, Hands-on
18	AI Ethics	Understand the Basics of AI Ethics	Customized Class Exercise and Case-let, Handout
19-20	Project Presentation		

Assessment Scheme

Component	Weightage (%)	Assessment of Course Learning Outcome(s) (CLO)
Assignment	30%	CLO1

Term Project	30%	CLO2
End-Term	40%	CLO3

Academic Discipline and Integrity

- Attendance: I will mark you ABSENT if you are not present in the classroom at the time of attendance. The attendance policy of the school will be enforced.
- Class participation: I suppose you will seriously participate in the classroom discussion.
- Plagiarism: You will be awarded ZERO if plagiarism is detected in your assignment/project.
- Assignment and project submission dates: Students should adhere to the assignment/project submission deadlines. I will entertain no reason if you miss the deadline.
- Content of the course: The faculty may modify the course outline/evaluation composition at his discretion during the course.

Mapping Course Learning Outcomes (CLO) with the Program Learning Goals (PLG)

PLG#	Program Learning Goal	Trait	Addressed by Course	
			Yes	No
PLG1	Functional and Business Skills	The students will demonstrate an understanding of the elements of all functional areas.	Yes	
PLG2	Analytical Skills	The students will use analytical techniques to identify a business problem and suggest a solution.	Yes	

PLG3	Collaboration and teamwork attributes	The students will exhibit voluntary cooperation and effective teamwork in a group setting.	Yes	
PLG4	Ethical responsibility	The students will understand the ethical complexities of conducting business. The students will adopt techniques in scenarios involving ethical dilemmas and offer a resolution.	Yes	
PLG5	Communication	The students will produce reasonably good quality business documents. The students will become effective and confident communicators.	Yes	