

Teaching Lesson Plan

Semester-VIII

AMJ 2: ARTIFICIAL INTELLIGENCE FOR BUSINESS

Lecture hours: 60

OBJECTIVES: To equip the learners with the basic ideas and techniques underlying the usage of Artificial Intelligence in Business. The course illustrates both the potential and current limitations of these techniques with examples from a variety of applications.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	Introduction	12Hrs		
	Artificial Intelligence: Concept, benefits, and scope. Differences between AI, Machine Learning (ML) and Deep Learning (DL) - AI applications, capabilities and competitive advantage; Industry drivers.	6	PPT, Illustrations	Q & A, Assignments
	AI strategy for the enterprise - Considerations for an AI strategy, AI & Startups. Internet of Things (IoT), Introduction to mobile computing and Cloud computing.	6	PPT, Illustrations	Q & A, Assignments
Unit-II	AI Led Strategic Interventions	12Hrs		
	1. Algorithm: New member in the boardroom, Accelerated decision making with real time analytics, AI in operational models in an organisation.	4	PPT, Illustrations	CIA
	2. AI: future of AI in HR, Talent sciences, Algorithms & Talent Acquisitions (TA), AI & transformation in Finance & Accounting.	4		
	3. CFO of tomorrow, Changing role of Chief Information Officer (CIO): Industry 4.0.	4		
Unit-III	AI in Banking & Insurance	12Hrs		
	Redefined banking industry – adoption of Analytics, AI powered financial services, Fraud mitigation in banks with AI, Reorienting customer retention, Risk management with AI.	6	PPT, Illustrations	Q & A, Assignments
	AI driven transformation in Insurance, Digital based insurance model.	6	PPT, Illustrations	Q & A, Assignments
Unit-IV	AI in Retail	12Hrs		
	1. AI interventions in Retail Outlets. Emergence of smart customers, ad content predictions, Evolution of smart retailers, Omni channel experience, AI in consumer-packaged goods, Fluid supply chain transformation with AI.	4	PPT, Illustrations	Q & A, Assignments
	2. AI-Led marketing transformations, Data to Clusters - Ad content prediction - AI based Ad	4		

	buy and CPC optimization, AI driven campaign management. 3. AI for Sales: Data to Classes - Insides Sales Rep workflow automation - Improved Lead, Opportunity Ranking and Reminder.	4		
Unit-V	Exponential Technologies	12Hrs		
	1. Beating cyber-attacks with Analytics, AI in automotive industry: driverless cars and drones, IoT Analytics: extracting value and transforming business, Real time streaming analytics. 2. Cryptocurrency Analytics, AI for customer service-data to scores, AI for Portfolio Management, Chatbots, Call center rep automation.	6 6	PPT, Illustrations	Q & A, Assignments

Reference Books:

1. Russell, S. J., & Norvig, P. (2019). Artificial Intelligence: A Modern Approach, 3rd Edition. New Jersey: Prentice Hall. Akerkar, R. (2018). Artificial Intelligence for Business. Basingstoke: Springer Nature
2. Dhanrajani, S. (2018). AI & Analytics: Accelerating Business Decisions. New Jersey: Wiley. Altemeyer, B. (2019). Making the business case for AI in HR: two case studies. Strategic HR Review, 18(2), 66-70.

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