

Artificial Intelligence business strategy

MOT714
Fall, 2023

Instructor:	Kihwan Nam (남기환), Ph.D.
Classroom:	창의관 205
Class Hours:	Tue: 19:00~21:30
Instructor Email:	namkh14@gmail.com
Office Hours:	before/after Tue class by appointment
Teaching Assistant:	to be announced
TA Email:	to be announced

Course Introduction and Objectives:

What is artificial intelligence (AI)? What does it mean for business? And how can most company take advantage of it? This course will help you answer these questions. This course will introduce how artificial intelligence is used in the field of business administration, especially IT companies. The Artificial Intelligence and Business Strategy initiative explores the growing use of artificial intelligence in the business landscape. The exploration looks specifically at how AI is affecting the development and execution of strategy in Business.

Course Format

The course will consist of discussion, case analyses, project and presentation. Students are encouraged to participate in class activities, including case discussion and presentation.

Course Materials:

There is no textbook required.
Lecture materials will be provided weekly.

Grading

Your final grade for this class will be based on the following weighted point allocation:

Criteria	Unit	Weight
Attendance and participation (AP)	Individual	20 %
Homework	Individual	20 %
Case presentation	Individual	10 %
Project	Team	30 %
TOTAL		100%

Grades will be curved.

You will get **F** in this course in case of one of the followings:

- When your total point is less than 50%.
- When you are involved in any plagiarism and cheating
- When you are absent from four or more sessions

Attendance and Participation (AP): Class attendance is required of all students. Active participation in the class is an essential part of the coursework. In addition, you cannot contribute to the class discussion if you are not in class. In class discussion, your participation will help you get these points. Absence from class will discount these points. The maximum points that you can earn for AP is 100, which consists of 70 points of attendance and 30 of participation. I will cut down 5 points per your absence from 70 for the attendance point. At the end of course, I'll evaluate your participation and give individual students participation point from zero to 30. If a student is unable to attend a class due to some conditions, such as a sickness, or learning disability, please notify me prior class.

Homework: Students must submit a summary of their individually assigned cases among the cases given in class. Also, students are required to read all cases given by week before attending class.

Case presentation: Students are required to organize and present their individually assigned cases in detail.

Project: This is a team assignment. The purpose of the project assignments is to have an experience to analyze and design real business. The teams presenting in class should submit their slides a day before the class.

Tentative Class schedule

The following is a tentative class schedule and subject to change. Please check the Blackboard for the up-to-date schedule.

Week	Date	Topics
1	9/5	Course Introduction
2	9/12	Artificial Intelligence
3	9/19	Case 1
4	9/26	Case 2
5	10/3	No Class
6	10/10	Case 3
7	10/17	Case 4
8	10/24	Mid Term Exam
9	10/31	Case 5
10	11/7	Case 6
11	11/14	Case 7
12	11/21	Case 8
13	11/28	Case 9
14	12/5	Term project presentation
15	12/12	
16	12/19	Final Exam