Subject:
Artificial Intelligence in Business

ECTS Credits	3
Course Status	Elective
Final Assessment	Project
Prerequisites	None

Field of Study:
MANAGEMENT / ECONOMICS / ACCOUNTING AND FINANCE

Study Profile	General Academic
Level and Form of Study	SL
Semester	Winter / summer
Language of Instruction	English

Instructor:

Department	Department of Economics and Food Economy
Coordinator	

Learning Outcomes:

Code of Learning Outcome Component	Description	Reference to (Code)	
		Directional Effect	Academic Discipline
KNOWLEDGE – knows and understands:			
AIB_W1 AIB_W2 AIB_W3	– Basic concepts and classifications of artificial intelligence tools used in business. – Potential and actual applications of AI in market analysis, finance, agriculture, marketing, and management. – Main ethical and regulatory challenges related to the use of AI in business activities.		SL
SKILLS – can:			
AIB_U1 AIB_U2 AIB_U3	– Develop a simple concept for implementing an AI tool in a selected area of business, taking into account functional, organizational, and ethical aspects. – Evaluate and verify the usefulness of different AI agents for specific business purposes. – Collaborate within a project team to develop and present a proposal for the application of AI in business.		SL
SOCIAL COMPETENCES – is ready to:			
AIB_K1 AIB_K2	– Make a critical assessment of the possibilities and limitations of artificial intelligence in the context of professional ethics. – Independently develop skills in modern technologies based on artificial intelligence.		SL

Course Content:

Exercises	30	godz.
Course Topics	1. **Introduction to AI in Business** Basics of AI with a focus on generative models (ChatGPT). Applications in answering business questions, idea generation, and task automation.	

	2. **Fundamentals and the Role of Data** Explanation of AI system types (rule-based, machine learning, NLP), the importance of data in training models, and its impact on result quality. 3. **AI Ethics and Regulation** Discussion on responsible AI use, plagiarism prevention, legal compliance, and ethical and academic standards. 4. **Popular AI Applications** Hands-on testing of tools like Canva, Grammarly, and ChatGPT. Evaluation of their features and use cases in education and business. 5. **AI in Economics** Application of AI in market trend analysis, economic forecasting, competitor research, and automation of SWOT/PESTLE analysis. 6. **AI in Management and HR** Creating professional CVs, automating recruitment processes, analyzing candidate competencies, and simulating interviews. 7. **AI in Agriculture and Agribusiness** Use of AI for environmental data analysis, yield prediction, farm management, and supply chain optimization. 8. **AI in Business Operations and Financial Forecasting** AI for task automation (via for example Zapier), customer support (via for example Tidio), and financial forecasting (via for example QuickBooks AI). 9. **AI in Market Analysis and Competitor Research** Using tools like Crayon and Delve AI to analyze competitors, track market trends, and build customer profiles. 10. **AI in Marketing and Consumer Opinion Research** AI for sentiment analysis, content creation, campaign personalization, and survey design and analysis. 11. **AI in Business Project Planning and Presentation** Creating business plans and presentations using tools like Upmetrics, LivePlan, or Beautiful.ai. Generating ideas, forecasts, and investor pitch decks. 12. **Student Presentations** Final presentations of AI-supported business plans, including strategies, tools, financial forecasts, and market analysis.
Learning Outcomes	AIB_W1, AIB_W2, AIB_W3 AIB_U1, AIB_U2, AIB_U3 AIB_K1, AIB_K2
Assessment Methods, Rules, and Criteria	**Methods of Learning Outcome Verification:** During computer lab sessions, students collaboratively work through topics related to the use of artificial intelligence tools in business - from testing popular AI applications to specific applications in areas such as economics, management, agribusiness, and marketing. At the end of the course, student teams prepare a final project that expands on a chosen topic from sections 5 to 11. The project should be based on a real business problem and include: – a brief description of the problem, – an overview of available AI tools that could be applied, – a documentation of an attempt to apply these tools in practice (using own or publicly available data), – final conclusions.

	Projects are presented by teams during the final session, and their evaluation constitutes the basis for passing the course. **Team Project (70%):** – evaluation of AI tool selection, – analysis quality, – result interpretation, – report structure and clarity, – and adherence to academic ethics. **Project Presentation (30%):** – clarity of communication, – use of AI-supported visuals, – teamwork, – and explanation of project rationale. **Passing Criteria:** At least 50% total from both components and project submitted on time. **Grading Scale:** 90–100% 5.0 (Very Good) 80–89.9% 4.5 (Good Plus) 70–79.9% 4.0 (Good) 60–69.9% 3.5 (Satisfactory Plus) 50–59.9% 3.0 (Satisfactory) <50% 2.0 (Fail)

Literature:	
Primary	**Books:** 1. "Artificial Intelligence: A Modern Approach" by Stuart Russell, Peter Norvig, Pearson education, 2025 2. "Intelligent Automation: Learn how to harness Artificial Intelligence to boost business & make our world more human" by Pascal Bornet, Ian Barkin, Jochen Wirtz, Independent publication, 2020 3. "The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications" by Kavita Ganesan, Opinosis Analytics Publishing, 2022
Supplementary	**1. Harvard Business Review Articles (2025):** – "How People Are Really Using Gen AI" by Marc Zao-Sanders – "Agentic AI Is Already Changing the Workforce" by J. Stave, R. Kurt, J.Winsor **2. Report:** McKinsey & Company „Superagency in the workplace: Empowering people to unlock AI's full potential" https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work

Structure of Learning Outcomes:					
Academic Discipline – SL				3	ECTS*
Student Workload:					
Contact hours with instructor		35	hrs.	1.4	ECTS*
In it:	lectures		hrs.		
	exercises/seminars	30	hrs.		
	consultations	3	hrs.		

	research participation		hrs.		
	mandatory internships and traineeships		hrs.		
	participation in the final assessment	2	hrs.		
Distance learning classes			hrs.		
Independent work		40	hrs.	1.6	ECTS*

)* - Given with an accuracy of 0.1 ECTS, where 1 ECTS = 25–30 hours of coursework.