

Valid from 2024.HS

<b>Module description: Leading Digital Transformation and AI</b>					
<b>Module Code</b>	w.BA.XX.WPM-LDT.XX				
<b>ECTS Credits</b>	3				
<b>Language of Instruction/Examination</b>	English				
<b>Module Description</b>	<p>This Bachelor's program explores the dynamic realm of digital transformation and artificial intelligence (AI), guiding students from understanding the strategic importance of harnessing digital capabilities for competitive advantage to navigating the intricate ethical landscapes inherent in AI deployments. Rooted in a blend of theoretical constructs, real-world applications, and case studies, the curriculum offers a comprehensive insight into the business models and infrastructures fueling the digital era. Participants will not only grasp the pivotal role of AI in revolutionizing various industry sectors but will also critically engage with pressing topics such as data privacy, algorithmic bias, and workforce transformation. By the end of the program, students will be well-equipped with the knowledge and tools necessary to drive responsible and impactful AI-led innovations in the modern digital world. There will be lectures, inputs from guest lectures, a comprehensive simulation game, and group exercises.</p>				
<b>Organizational Unit</b>	AIB Leitung				
<b>Module Coordinator</b>	Evangelos Syrigos				
<b>Deputy Module Coordinator</b>	Matteo Möslì				
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>International Management</li> </ul>				
<b>Legal Framework</b>	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009				
<b>Module Category</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type</b></td> <td style="width: 50%;"><b>Program Phase</b></td> </tr> <tr> <td>Compulsory Elective</td> <td>Main Study Period</td> </tr> </table>	<b>Module Type</b>	<b>Program Phase</b>	Compulsory Elective	Main Study Period
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<b>Prerequisite Knowledge</b>	None				
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>				
<b>Contribution to Program Learning Objectives</b>	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>				

## Module description: Leading Digital Transformation and AI

<b>Module Learning Objectives</b>	Students... <ul style="list-style-type: none"> <li>understand and acquire knowledge on fundamentals of AI.</li> <li>critically evaluate the ethical, societal, and regulatory implications of AI and digital transformation.</li> <li>understand the strategic role of digital transformation and AI in crafting competitive advantages and developing foresight.</li> </ul>																																						
<b>Module Content</b>	<ul style="list-style-type: none"> <li>The content of this module will be continuously updated to reflect current developments in the AI landscape and draw on best practices from academia and business.</li> </ul>																																						
<b>Links to other modules</b>	This module is linked to the following modules:																																						
<b>Digital Learning Resources</b>	<ul style="list-style-type: none"> <li>Reader</li> <li>Case Studies (with Key)</li> </ul>																																						
<b>Methods of Instruction</b>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Case Studies</li> <li>Guest lecturers</li> <li>Simulation game</li> </ul>	Social Settings Used: <ul style="list-style-type: none"> <li>Individual Work</li> <li>Group Work</li> </ul>																																					
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<b>Classroom Attendance Requirement</b>	75% - Lectures (80% Attendance) - Simulation Game (no unexcused absence).																																						
<b>Compulsory Reading</b>																																							
<b>Recommended Reading</b>	<ul style="list-style-type: none"> <li>Rose , D. (2020). Artificial Intelligence for Business. Hoboken, NJ: Pearson. ISBN 978-0136556619.</li> <li>Almeida , I. (2023). AI Fundamentals for Business Leaders. Now Next Later AI. ISBN 978-0645510553.</li> <li>Harvard Business Review (2023). HBR Guide to AI Basics for Managers. Harvard Business Review Press. ISBN 978-1647824433.</li> </ul>																																						
<b>Comments</b>	Additional reading materials may be uploaded to Moodle.																																						