

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2024-2025
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Management in the Age of AI
4. Code	
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other:
9. Objectives	<p>This course equips students to manage in the AI era by understanding its impact, applications, and responsible implementation.</p> <ul style="list-style-type: none"> • Understand the core principles of AI and its potential to transform business practices. • Analyze the impact of AI on various aspects of management, including human resources, marketing, finance, and operations. • Develop strategies for integrating AI into organizational decision-making processes. • Critically evaluate the ethical considerations surrounding AI deployment and apply best practices to ensure responsible and unbiased use. (Combines ethical analysis with practical application) • Cultivate strong leadership skills necessary for managing AI projects, promoting a culture of innovation and collaboration within the organization to drive changes.

<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>Artificial intelligence (AI) is transforming business!</p> <p>This course will teach you to thrive in this new landscape. We will examine the impact of Artificial Intelligence (AI) on the changing landscape of management and Business Management.</p> <p>It delves into the practical applications and strategic impact of AI on various aspects of business. We will explore how AI can be leveraged for better decision-making, optimize operations, and gain a competitive edge. Through case studies and practical applications, you will learn to harness AI technologies to drive innovation and organizational success.</p> <p>It will also highlight several key factors to consider, such as the ethical dimensions of AI deployment, through discussion on data ethics, the bias mitigation, the regulation (nLPD, RGD, EU AI act, Sector-specific regulation) and data & AI governance.</p> <p>Through a mix of theory, case studies, and hands-on activities, students will explore:</p> <ul style="list-style-type: none"> • AI's transformative potential: Grasp the core concepts of AI and its potential to improve traditional business practices. (Focuses on core understanding and impact) • Optimizing operations and fostering innovation: Learn how AI can be leveraged to streamline workflows, enhance efficiency, and drive new business opportunities. • Ethical, bias, regulation and governance considerations in the AI era: We'll critically examine data ethics, address AI bias, and discuss the importance of responsible leadership in navigating the complexities of AI implementation including governance. • Technologic solutions: An overview of the main solutions on the market, with presentations by guest lecturers, are planned.
<p>11. Evaluation</p>	<p>This course will use a variety of assessment methods to ensure students achieve the learning objectives:</p> <ol style="list-style-type: none"> 1. Quizzes & Participation (20%) <ul style="list-style-type: none"> • Short quizzes will test your grasp of core AI concepts and business applications. • Active participation in class discussions demonstrates your understanding. 2. Analyzing and Implementing AI (60%) <ul style="list-style-type: none"> • Students, working in small team, will analyze a real-world case study of AI use case in businesses (marketing, finance, etc.) and will develop a proposal for an AI solution addressing a specific organizational challenge. • They will present their AI solution proposal, showcasing their leadership, communication skills and mastery of the course content. • They will anonymously evaluate their team members' contributions to the project, focusing on leadership, collaboration, and fostering innovation. • They will also anonymously evaluate the work of other teams. 3. Ethics and AI Governance (20%) <ul style="list-style-type: none"> • Students will choose between writing a research paper on an ethical dilemma or a policy brief focusing on best practices for AI governance within organizations. <p>The methods and weightings will be communicated prior the evaluations</p>
<p>12. Remediation/repetition</p>	<p>☒ Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into</p>

	account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Kazem Haki / Yann Mainvis
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other