Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

AI for Business

Course Code	E_MUM_AIBI
Credits	6
Period	P2
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. W.A. Günther
Examiner	dr. W.A. Günther
Teaching Staff	F.A.M. Balocco, dr. W.A. Günther
Teaching method(s)	Lecture, Study Group

Course Objective

Academic & Research Skills

- Approaching AI processes from a socio-technical perspective
- Developing the ability to critically reflect on and examine theories and concepts

Knowledge

- Defining, describing and recalling the basic concepts, constituent components, principles and theories underlying the development and implementation of AI solutions for business
- Understanding the impact of AI solutions on organizations

Bridging Theory & Practice

- Choosing, applying, and evaluating AI concepts, principles and solutions to solve business problems and recognize opportunities for creating innovative products and services
- Recognizing and mitigating challenges to effective and responsible AI development and implementation

Social skills

- Being able to work in teams
- Being able to communicate project results through presentation and writing
- Being able to connect to both technical and managerial audiences

Course Content

Organizations are increasingly trying to leverage Artificial Intelligence (AI) to solve business problems and create innovative products and services. However, AI is also prone to a number of limitations and challenges. In this course, students will learn about:

- basic AI concepts, techniques, and solutions
- how organizations utilize AI to improve and innovate their business
- the impact of AI on organizational processes and work
- major challenges to the effective and responsible development and implementation of AI in organizations
- relevant concepts, theories and frameworks that help to understand how organizations may overcome challenges related to the development and implementation of AI

The course primarily has a managerial focus.

Additional Information Teaching Methods

Lectures, guest lectures and workshops

Method of Assessment

Group project

Individual take-home essay exam
Both components are mandatory for passing the course.

Entry Requirements

Period 1 courses of the minor Managing Digital Innovation

Literature

Book: Waardenburg, L., Huysman, M., & Agterberg, M. (2021) "Managing AI Wisely", New Horizons in Business Analytics, Cheltenham, UK: Edward Elgar Publishing.

Various papers that will be made available through Canvas.

Additional Information Target Audience

This course is part of the minor Managing Digital Innovation.

Explanation Canvas

Use of Canvas is mandatory. All the updates regarding the course content, schedules, assignments and grading will becommunicated on Canvas.