



BCIS 17 - Artificial Intelligence Tools for Business

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course provides students with theoretical knowledge and hands-on experience with artificial intelligence (AI) tools, focusing on the use of AI in business practices. The curriculum encompasses a broad spectrum of AI, from foundational concepts to practical applications, including advanced prompt engineering techniques. It looks at the use of generative and analytical AI tools for purposes of writing, researching, presenting, and marketing for business workers. It addresses ethical considerations and the broader societal impacts of AI.

Objectives

Upon successful completion of this course, the student should be able to:

1. Evaluate the fundamental theories and historical developments of AI to understand its evolution and current state.
2. Apply various AI tools and platforms in creating solutions for real-world applications, demonstrating proficiency in practical AI deployment.
3. Integrate AI tools to create more effective, engaging, and professional written documents, visual presentations, and oral communications in business contexts.
4. Synthesize knowledge from diverse AI applications to optimize business processes and enhance operational efficiencies.
5. Construct effective prompts using foundational prompt engineering techniques for various AI models.
6. Innovate advanced prompt engineering strategies to optimize AI model responses and troubleshoot complex AI scenarios.
7. Critically analyze ethical considerations, including biases and data privacy issues in AI technologies.
8. Formulate strategies to address ethical dilemmas in AI applications, promoting responsible AI usage.

Course Content

Topic Titles / Suggested Time Topic	
	<u>Lecture</u>
<u>Topics</u>	<u>Lec Hrs</u>
Fundamental theories and historical developments of AI	3.00
Explore AI tools and platforms to create solutions for real-world applications	7.00
Identify and use a variety of AI applications to optimize business processes and enhance operational efficiencies	7.00
Foundational prompt engineering techniques for various AI models	6.00
Advanced prompt engineering strategies to optimize AI model responses and troubleshoot complex AI scenarios	6.00
Ethical considerations, including biases and data privacy issues in AI technologies	3.00
Ethical dilemmas in AI applications and responsible AI usage	6.00
Capstone project planning, development, and presentation	6.00
Integrate AI tools to enhance written documents, visual presentations, and oral communications in business contexts	7.00
Total Hours: 51.00	

Methods of Instruction

- A. Class Activities
- B. Demonstrations
- C. Discussion
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Reading Assignments

Methods of Evaluation

- A. Exams/Tests
- B. Oral Presentation
- C. Projects
- D. Homework

- E. Class participation
- F. Written Assignments

Examples of Assignments

Reading Assignments

1. Read the article, "Addressing equity and ethics in artificial intelligence," and consider the points presented about the concerns and hopes for AI with ethical issues. Come prepared to discuss the article with your classmates in class or in the class discussion board.
2. Read the articles, "What is Generative AI" and "The Impact of Genrative AI on Business." Come prepared to discuss in class or in the class discussion board some of the main differences between generative AI and traditional AI tools. Have examples from the readings ready to share.

Writing Assignments

1. Use two generative AI tools to help you solve a work-related problem or complete a task. Your instructor will provide a list of ideas, but you are welcome to choose a problem or task on your own. Before you begin, write a brief statement about what you hope the AI tool will accomplish for you. Choose two appropriate generative AI tools for the task/problem you chose. Draft a starting prompt that you will use to start your work on both tools. Add additional prompts/revisions to get the results you need. Write a 1-2-page reflection on the process. Include details about the problem/task you chose, your desired results, and the start prompt you used. Identify the tools you chose to compare. Describe the process and include screenshots of your prompts and the results you got from the AI tool in your document. Discuss how well each tool performed. Consider how quickly it took you to get an effective response, how much re-prompting you needed to do, the quality of the information you got from the tool, how useful the tool was, and how you would use the results in the real world. Discuss if you preferred one tool over the other and why, and any other observations you had about the process.
2. In this Discussion post, we are going to continue our examination of how AI tools can enhance accessibility in the workplace by test-driving a tool of your choice. Choose one from the list to test drive. (The list provided will include several options under each of the following categories: Speech-to-Text Tools, Cognitive Support Tools, Captioning & Subtitling Tools, Browser Extensions, Virtual Assistants). Try the tool out. Spend some time looking at the settings and options and evaluate how the tool would meet specific accessibility needs as well as how it might be beneficial to all users. In your post, provide the name and purpose of the tool, how you accessed it, key features and functions, and your experience with the tool. Describe how it would meet specific accessibility needs and whether it might be beneficial to all users. Discuss whether or not this tool would be one that you could personally use in your personal, academic, or work life. Include specifics about why or why not. Include three screenshots of your use of the tool in action (if three screenshots would not be appropriate for your tool, please notify your instructor for a modification to this requirement). Your post should be a minimum of 350 words in addition to your screenshots. Review your classmates' responses and examine at least two in detail. Reply to the two classmates. Your response should provide meaningful reflection on their post. You can share insights, compare tools, ask a question about the tool, or share how you could see their tool providing benefits beyond what they shared in their post.

Out-of-Class Assignments

1. Using the document provided by your instructor, determine the document's 1) purpose 2) audience 3) desired tone 4) goals. Choose and use two different AI tools to improve the document, updating the results as necessary. Evaluate the results and write a brief reflection comparing and contrasting how well each tool revised the document to meet the criteria identified above.
2. Choose a product or event for which you will create a social media post to market the event. Identify your product/event and determine at least three metric-based objectives for the post. Use two different AI generative tools to create your post. Compare/contrast the process of using the two tools and evaluate your final products. Report the results on the assignment sheet provided by your instructor. Be prepared to share your end products and to discuss your experience using the AI tools in class.

Recommended Materials of Instruction

Whitfield, E.J. (2023). Generative AI for Beginners: The Ultimate Guide to Understand Generative Models, Craft Artificial Intelligence-Driven Art, and Evaluate Your Tech Projects with Hands-On Tutorials. *Independent*, 1st. 9798869928337.

Russell, S. (2021). Artificial Intelligence: A Modern Approach. *Pearson*, 4th. 9780134610993.

Minimum Qualifications

Office Technologies
Marketing (Masters Required)
Business Education (Masters Required)
Business (Masters Required)

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