



MASTER SYLLABUS

BSAD 256 – ARTIFICIAL INTELLIGENCE IN BUSINESS

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.1201

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

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**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT SPRING 2025**

A. TITLE: Artificial Intelligence in Business

B. COURSE NUMBER: BSAD 256

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	
Spring	x
Fall and Spring	

G. COURSE DESCRIPTION:

This course explores the integration of artificial intelligence (AI) in business management, covering its applications, benefits, challenges, and future trends. Students will learn how to harness AI to enhance decision-making, improve operational efficiency,

and drive innovation in business. The course combines theoretical knowledge with practical case studies and hands-on projects.

H. PRE-REQUISITES: BSAD 100 or HSMB 101 or CITA 110
CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Explain the fundamental concepts of AI and its relevance to business management.	2.1 Express ideas clearly, logically, and persuasively in both oral and written formats		1 – O
b. Analyze the role of AI in different business functions such as marketing, finance, human resources, and operations.	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making.		2 – PS
c. Apply AI tools and techniques to solve business problems.	9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes		2 – CA 5
d. Evaluate the ethical, legal, and societal implications of AI in business.	4.1 Recognize ethical and social responsibility issues in a business environment		4 – ER
e. Discuss future trends and advancements in AI technologies.	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making.		2 – PS

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking Critical Analysis [CA], Inquiry & Analysis [IA] , Problem Solving [PS]
3	Foundational Skills Information Management [IM], Quantitative Lit, /Reasoning [QTR]
4	Social Responsibility Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

If yes, select [X] one or more of the following categories:

Classroom / Lab	<input checked="" type="checkbox"/>	Community Service	<input type="checkbox"/>
Internship	<input type="checkbox"/>	Civic Engagement	<input type="checkbox"/>
Clinical Practicum	<input type="checkbox"/>	Creative Works/Senior Project	<input type="checkbox"/>
Practicum	<input type="checkbox"/>	Research	<input type="checkbox"/>
Service Learning	<input type="checkbox"/>	Entrepreneurship [program, class, project]	<input type="checkbox"/>

K. TEXTS: OER and Library Resources

L. REFERENCES: None

M. EQUIPMENT: Computer Lab with ChatGPT EDU or Copilot integrated into Microsoft 365

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Participation and Class Discussions
- Assignments
- AI Project
- Exams
- Capstone Project and Presentation

- P. DETAILED COURSE OUTLINE: I. Introduction to AI in Business
- A. Overview of AI and its historical development
 - B. Types of AI: Narrow AI vs. General AI
 - C. Importance and impact of AI in modern business management
- II. AI in Decision Making
- A. Data-driven decision making
 - B. Business intelligence and analytics
 - C. Case studies on AI-enhanced decision making
- III. AI in Operational Efficiency
- A. Automation and process optimization
 - B. Predictive maintenance and supply chain management
 - C. Real-world examples of AI in operations
- IV. AI in Marketing and Sales
- A. Personalized marketing strategies
 - B. AI-driven customer segmentation and targeting
 - C. Sales forecasting and optimization
- V. AI in Human Resources
- A. AI in recruitment and talent management
 - B. Employee performance and retention analytics
 - C. Enhancing employee training with AI
- VI. AI in Financial Management
- A. Automated financial processes
 - B. AI in investment and risk management
 - C. Case studies on AI applications in finance
- VII. Ethical and Legal Considerations
- A. Ethical issues in AI deployment
 - B. Data privacy and security concerns
 - C. Legal frameworks and regulations for AI
- VIII. AI and Innovation
- A. AI in product and service development
 - B. Identifying market opportunities with AI
 - C. Innovations and startups leveraging AI
- IX. Implementing AI in Business

- A. Strategies for AI adoption in organizations
 - B. Change management and workforce implications
 - C. Tools and technologies for AI integration
- X. Future Trends in AI
- A. Advances in AI technologies (e.g., NLP, IoT integration)
 - B. Predictive analytics and future business landscapes
 - C. Preparing for AI-driven business environments
- XI. AI Tools and Applications
- A. Overview of AI tools: IBM Watson, Google AI, Microsoft Azure, OpenAI ChatGPT
 - B. Applied use of Chat GPT Pro in business scenarios
 - 1. Customer service automation
 - 2. Content creation and marketing
 - 3. Data analysis and reporting
 - C. Hands-on workshop with Chat GPT Pro
- XII. Capstone Project Introduction
- A. Introduction to the Capstone Project
 - B. Formation of groups and selection of project topics
 - C. Initial research and project planning
- XIII. Capstone Project Development
- A. Instructor guidance and feedback
 - B. Progress presentations and peer review
- XIV. Capstone Project Completion
- A. Finalization of Capstone Project
 - B. Preparation for presentations
 - C. Submission of project report
- XV. Capstone Project Presentation
- A. Group presentations of Capstone Projects
 - B. Peer review and instructor evaluation
 - C. Final course wrap-up and feedback
- Q. LABORATORY OUTLINE: None