

# **AIB501 Introduction to AI**

**Level:** 5

**Credit Units:** 2.5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY REGULAR SEMESTER

## **Synopsis:**

This course AIB501 Introduction to AI aims to equip students with the knowledge and skills to bring together several strategies and frameworks to achieve digital transformation in their business through adoption of AI. The concepts in this course may be applied to a variety of businesses and marketplaces.

Not every problem is suitable to be resolved using AI.

Students will understand current state of AI, and learn the fundamentals of upcoming AI, Big Data, Machine Learning in finance, and the operational improvements that AI will bring. Students will study how to implement Blue Ocean techniques to assist your company's AI transition. Using real-life examples, this course is meant to help you better grasp AI for Business, using Lean AI Market Validation approach. With the Strategy Canvas for Competitiveness, students will discover how to innovate and how organisations have effectively implemented AI.

Students will also study the governance frameworks for its effective deployment towards a sustainable and responsible AI. By the end of this course, students will have a solid knowledge of artificial intelligence in business and will be able to apply these tactics and frameworks into their business transformation journey.

## **Topics:**

- The 4th Industrial Revolution
- AI Business Values
- Competitive Advantage with Blue Ocean Strategy Canvas
- Understanding Risks with AI
- Moving from Data Governance to AI Governance
- Implementing a Sustainable AI Road Map

## **Textbooks:**

AI for Humanity: Building a Sustainable AI for the Future 1st Andeed Ma, James Ong, Siok Siok Tan  
John Wiley  
ISBN-13: 9781394180325

**Learning Outcome:**

- Assess the AI business value against the possibilities and constraints of AI technologies and the practical challenges and broader implications of AI
- Construct Lean AI Market Validation approaches to determine if there's a need for your AI product in your target market
- Design, analyse, and innovate with the value curve from strategy canvas to develop and execute a blue ocean AI strategy to create a competitive advantage
- Create risk management in AI development
- Formulate an AI Road Map detailing the data used, AI strategies, business value expectation, feature extraction, operation model optimisation, key partnerships establishment, risk assessment framework, value realisation projection, raise and create to multiply value

**Assessment Strategies - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	PARTICIPATION 1	15
	GROUP BASED ASSIGNMENT 1	25
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.