GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Applications of AI methods in enterprise, PG_00045376		
Field of study	Data Engineering		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2027/2028
Education level	first-cycle studies	Subject group	Optional subject group Subject group related to scientific research in the field of study
Mode of study	Full-time studies	Mode of delivery	at the university
Year of study	4	Language of instruction	English
Semester of study	7	ECTS credits	4.0
Learning profile	general academic profile	Assessment form	exam
Conducting unit	Department of Informatics In Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Jakub Chabik	
	Teachers	dr inż. Jakub Chabik	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	30.0	0.0	0.0	45

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	45	4.0	51.0	100

Subject objectives

The aim of the course is to acquaint students with the possible applications of artificial intelligence in the enterprise

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_W06] classifies the acquired information, assessing its usefulness in solving the formulated problems	The student knows and understands techniques and solutions related to applications of AI in business, including its adoption, penetration, efficient use and mitigation of AI-related risks	[SW3] Assessment of knowledge contained in written work and projects
[K6_U07] uses information technologies to improve the acquisition, analysis and processing of data in business applications	The student is able to create technological and business solutions using artificial intelligence	[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools
[K6_K01] demonstrates awareness of legal, ethical and cultural diversity issues, making socially responsible decisions	The student can prepare and run the presentation in front of senior business practitioners convincing them about applicability, viability and profitability of their solution using AI	[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice

Subject contents

Course content – lecture
1.What is AI? Why is it important to apply AI in enterprise?
2.AI state of the art and its prospects
3.Delivering value. Business models and their applicability with AI.
4.Data sources. Importance of data quality. Data bias and limitations of data.
5.AI governance and roadmapping.
6.Financing innovative startups.
7.Building smart, innovative enterprise.

Course content – laboratory
Building concept of innovative, AI-driven enterprise
Desinging business model canvas
Designing architecture
Prepareing business case
Public presentation and defense

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">No requirements</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Online Test</td><td>50.0%</td><td>40.0%</td></tr>
<tr><td>Final presentation</td><td>50.0%</td><td>30.0%</td></tr>
<tr><td>Individual assignments</td><td>50.0%</td><td>20.0%</td></tr>
<tr><td>Group presentation</td><td>50.0%</td><td>10.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">Marek Tłuczek, "Jak sztuczna inteligencja zmieni twoje życie", Helion2024
Feliks Kurp, "Sztuczna inteligencja od podstaw", Helion 2024
Yuval Noah Harari, "Nexus. A Brief History of Information Networks from the Stone Age to AI", Sandycove 2024</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">Ethan Mollick, "Co-Intelligence: Living and Working with AI", Ebury 2024
Aleksandra Przegalińska, Tanilla Trantioro "Przenikanie umysłów", Wyd. Campus AI</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">Proposing an AI-based business model
- Creating a financial plan
- Developing competitive advantages
- Defining data management
- Final presentation</td></tr>
<tr><td>Practical activites within the subject</td><td colspan="3">Not applicable</td></tr>
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