GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	AI IN BUSINESS MANAGEMENT, PG_00071726		
Field of study	Management		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
Education level	first-cycle studies	Subject group	Obligatory subject group in the field of study 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	3	Language of instruction	English
Semester of study	6	ECTS credits	3.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Department of Entrepreneurship and Institutional Environment -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Marita Mcphillips	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	30.0	0.0	0.0	0.0	30

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	30	3.0	42.0	75

Subject objectives

to equip students with the knowledge and practical skills needed to evaluate, plan, and manage AI initiatives within business organisations. Students will learn how to identify AI opportunities aligned with business objectives, assess feasibility, navigate regulatory and ethical frameworks and lead organisational change required for successful AI adoption. Students will also develop practical skills in applying AI tools to business tasks with emphasis on critical evaluation of generated outputs.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_W07] knows and understands advanced methods for analyzing the management process in technical, legal, economic, financial, and social contexts.	knows and understands the principles of AI application in business management, including strategic planning frameworks, risk assessment methods, and the regulatory environment for AI systems.	[SW1] Assessment of factual knowledge
[K6_U07] uses advanced information technologies to enhance data analysis and management processes.	is able to analyse organisational readiness for AI implementation, evaluate and prioritise AI use cases using structured frameworks and apply AI tools to business tasks while critically evaluating their outputs and limitations.	[SU1] Assessment of task fulfilment
[K6_K03] is prepared to critically assess the knowledge they possess, which is necessary for solving cognitive and practical problems, and to supplement any gaps with opinions from external experts.	is ready to critically evaluate AI solutions by applying business, regulatory, and ethical criteria.	[SK5] Assessment of ability to solve problems that arise in practice

<table>
<tr><td>Subject contents</td><td>Course content – exercises
1. Introduction to AI technologies and their business applications
2. AI maturity in organisations and common causes of implementation failure
3. Business needs analysis for AI implementation
4. AI use case identification and prioritisation
5. AI-enabled business models and competitive strategy
6. AI vendor evaluation and procurement decisions
7. Key performance indicators for AI projects
8. AI investment planning
9. Risk assessment for AI deployment in business
10. legal aspects of AI implementation: risk classification and compliance requirements
11. Data protection, intellectual property, and ethics in AI
12. AI team design and organisational change management
13. AI applications across industries
14. Practical exercises in using AI tools to business tasks and critical evaluation of generated outputs.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Homework assignments</td><td>60.0%</td><td>30.0%</td></tr>
<tr><td>Test</td><td>60.0%</td><td>30.0%</td></tr>
<tr><td>In-class exercises (group exercises, case study)</td><td>60.0%</td><td>40.0%</td></tr>
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<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>European Commission (2024). EU Artificial Intelligence Act, Regulation (EU) 2024/1689. Available at: https://artificialintelligenceact.eu/</td></tr>
<tr><td>Supplementary literature</td><td>OECD AI Policy Observatory: https://oecd.ai/</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>For a given company: identify one AI use case, classify it on the value/feasibility matrix, define 3 KPIs at 3 levels, and calculate a simple ROI.

Write a compliance note for an AI system: risk classification under the EU AI Act, 3 key obligations, and one ethical concern.

Use an LLM to analyse a provided sales dataset. Write a summary of findings including: prompts used, what the AI got right, what it got wrong, and what was corrected.</td></tr>
<tr><td>Practical activites within the subject</td><td>Not applicable</td></tr>
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