

TO 433 · WINTER 2027 · 3 CREDITS

Artificial Intelligence for Business

AI won't just be an advantage for future businesses — it will be a **necessity to stay competitive**. Learn how AI works, where it creates value, and how to lead with it responsibly.

No technical background required

No exams

Build a real AI product

WHAT YOU'LL EXPLORE

MODULE 1

AI in Business Today

Where AI came from, how it merged with Big Data, and the new business models it enables.

MODULE 2

Machine Learning & Decisions

How data and prediction automate decisions — from search to deep learning.

MODULE 3

Language, GPT & Trust

Transformers, chatbots and assistants — plus creativity, emotion and trust in AI.

MODULE 4

IoT, Robots & Agents

Autonomous vehicles, humanoid robots and software agents automating business processes.

MODULE 5

AI Strategy

How to adopt AI successfully: culture, leadership and getting value from AI investments.

MODULE 6

Risk, Ethics & Regulation

Oversight, impact on the labor force, and how the world is choosing to regulate AI.

WHAT YOU'LL BUILD

With your team, design a **new AI-powered product or service** — then write its business plan and demo a working MVP to the class.

- 1 Form your team & make an intro video
- 2 Ideate an AI product that matters
- 3 Check in with the instructor mid-term
- 4 Demo your MVP & get class feedback
- 5 Deliver the final report & pitch

QUESTIONS YOU'LL TACKLE

"If prediction became almost free, which jobs would be reinvented first?"

"How will cheap, reliable self-driving cars reshape industries far beyond transportation?"

"Why do so many AI projects fail — and what do the successful ones do differently?"

"How do we regulate AI for the common good without stalling innovation?"

HOW YOU'LL LEARN

Discussion-driven

Engaged classes where everyone has a voice.

Real-world cases

AI in action at real organizations.

Hands-on exercises

Short tutorials make the tech click.

Industry voices

Guest speakers connect AI to your career.

WHO SHOULD TAKE IT

Every BBA student headed into marketing, finance, consulting, operations, strategy or startups. Graded on **projects, short assignments and participation**.

**Don't just use AI.
Learn to lead with it.**

Mon / Wed · 4:00–5:30 pm · Room B3580

Instructor: **Prof. Sanjeev Kumar**

Questions? sankum@umich.edu