Learning outcomes

By the end of the course, students will be able to:

a) Utilize AI-driven strategies to enhance business operations, streamline processes, and improve decision-making, aligning AI initiatives with the overall business strategy (AI-Powered Business Transformation).

b) Leverage AI to develop marketing strategies that offer personalized consumer experiences, gathering insights through data analytics to drive customer engagement (AI-Driven Marketing and Consumer Insights).

c) Ensure ethical governance in AI applications, understanding the complexities of aligning AI use with ethical standards and legal frameworks to avoid risks and biases (Ethical AI and Governance in Business).

d) Conduct independent research using both quantitative and qualitative research methods to address complex business challenges and contribute original insights to the field.

e) Develop a comprehensive dissertation that applies advanced research skills to investigate and solve a significant business problem, contributing to the existing body of knowledge