

Graduate Certificate in Artificial Intelligence with Machine Learning
AIGC 5503 – AI For Bus. Decision Making

Lab 1: Exploring AI Application in Business Decision Making

Submission guidelines:

- For this lab, you will need to submit 1 PDF file.
 - Name the PDF as follows: firstname_lastname_LAB1.pdf
 - Go to the course Blackboard → Labs folder → Lab Exercise 1 and submit the pdf.
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Lab goals:

- Analyze real-world applications of AI in various sectors of an organization.
- Explore AI tools to simulate professional use cases.
- Reflect on the potential, limitations, and ethical implications of AI in Business Decision Making.

Part 1: Module Activity Participation

- Complete the activities within module 1
 - Activity 1: Introducing Yourself on the Discussion Board
 - Activity 2: Reflective Discussion Questions
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Part 2: Research Real-life Applications

- Begin by exploring examples of AI in specific sectors of an organization such as:
 - **Marketing:** Drives brand awareness, customer engagement, and revenue growth through strategic communication, market research, and creative campaign.
 - **Human Resources:** Responsible for recruiting, developing, and supporting employees while ensuring compliance with labor laws and fostering a positive workplace culture.
 - **Finance:** Responsible for managing an organization's financial planning, budgeting, reporting, and ensuring compliance with financial regulations.
 - **IT:** Oversees the company's technology infrastructure, including hardware, software, networks, and cybersecurity.

- **Operations Management:** Oversees the day-to-day operations of the company, including logistics, supply chain, and quality control.

Give one real-life use case example of how AI can be applied for business decision making for each of the departments.

- **Discuss the Business Decision making problem.**
- **How can AI help in the problem.**
- **What type of data maybe used to drive data driven decisions.**
- **Would Supervised learning or Unsupervised learning be more suitable and Why.**

Evaluation:

- **Part 1 = 20%**
- **Part 2 = 80%**

Enjoy!
