**MODULE 1**

**Student-Centric Activity:** Case Study on AI Applications in Business

**Objective**

To help students understand how AI is transforming decision-making, analytics, and BI in organizations by analyzing real-world case studies.

**Activity Plan**

1. Choose an industry (e.g., Banking, Healthcare, Retail, Manufacturing, Education, Transportation, Media).
2. Task: Each group researches and presents a case study showing how AI is applied in that industry for decision support and analytics.
   * Example topics:
     + AI in fraud detection (Banking)
     + AI-powered recommendation engines (Retail – Amazon, Flipkart, Netflix)
     + AI in predictive maintenance (Manufacturing)
     + AI for patient diagnosis (Healthcare)
     + AI-driven chatbots and virtual assistants (Customer Service)
3. Deliverables:
   * A 5–7 slide presentation
   * Each student highlights:
     + The problem
     + The AI solution used
     + The technology stack (e.g., ML, NLP, Deep Learning, Computer Vision)
     + The benefits/outcomes (cost savings, customer satisfaction, efficiency).
4. Classroom Presentation & Discussion
   * Students present their findings.
   * Open Q&A encourages peer learning.