AI Strategies in Business
DBA 4813

AI Project

LEADING FROM ASIA

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Project Description

- Identify a business opportunity or problem
- Source for suitable datasets for the problem
- Identify the right algorithms to use
- Build AI models by applying algorithms to the dataset
- Optimize the AI models to achieve good results
- Pitch the idea and results to stakeholders and get their buy-in

Project Grouping and Assessment

- Group size
  - 4-5

- Due dates:
  - Finalize group members: 11 September 2023 (Monday)
  - Project report: 3 November 2023 (Friday)
  - Project presentation: 6 November 2023 (Monday)

- Assessment
  - Project report (assessed as a group with peer review adjustments): 20%
  - Project presentation (assessed individually): 10%

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Project Report

- Max: 10 pages (excluding cover page, appendices, codes)
- Main body font size: 12
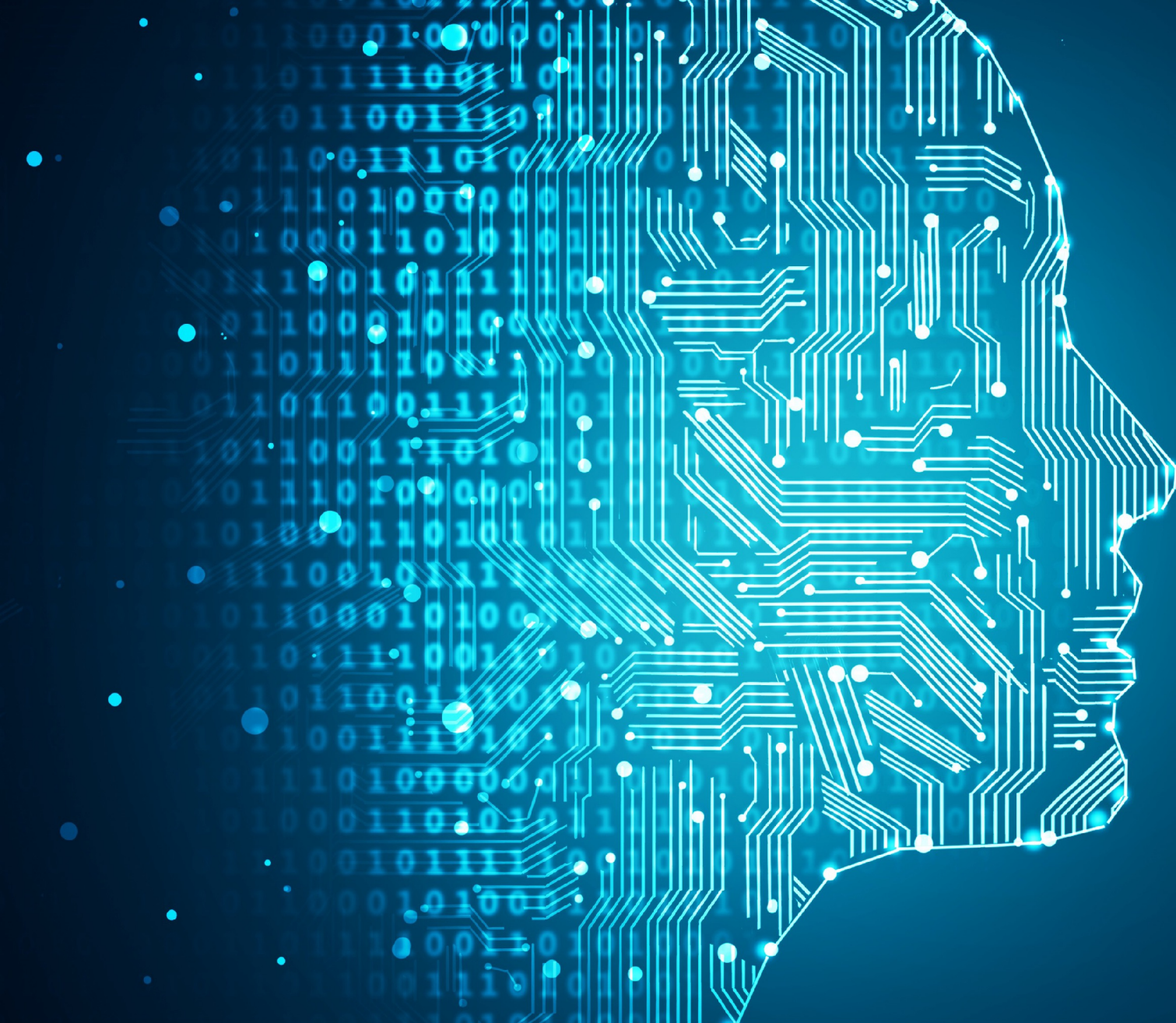- Single-spacing

Project Presentation

- Role-playing involving two groups:
  - Project team: Group members
  - Stakeholders: Either customers, management or investors (decided by project team)

Project Assessment

- Report
  - The business idea
  - Source and quality of dataset
  - Suitability of AI algorithms
  - Quality of codebase
  - AI model optimization work done
  - AI model performance
  - Conclusions drawn
  - Pitch write-up

- Presentation
  - Project team: How well he/she pitched their work to stakeholders as a team
  - Stakeholders: How well he/she played their role