



AI in Practice & Business Value Identification

AI in Practice: Descision Making Simulation

Overview

In this activity you will think critically about AI adoption in real-world business scenarios. You will evaluate AI's potential benefits, technical feasibility, and ethical considerations before making a strategic recommendation.

Instructions [🔗](#)

1. **Form Teams:** Work in small groups or pairs to analyze the AI business scenario assigned to you.
2. **Review the Scenario Brief:** Read the provided document carefully to understand the problem.
3. **Complete the Decision Matrix:** Assess key decision factors using the structured worksheet below.
4. **Make a Final Recommendation:**
 - **Proceed** with AI as planned.
 - **Modify the approach** to address risks.

- **Abandon** the AI solution and explore alternatives.

5. **Present & Compare:** Each team presents its decision and reasoning. Then, compare with actual real-world AI case studies.

Decision Matrix Worksheet (Example)

Factor	High	Medium	Low
Business Benefit	✓		
Technical Feasibility		✓	
Ethical Risk	✓		
Regulatory Risk	✓		
Public Perception Risk	✓		

Scenarios

- [AI in Consumer Services – AI Virtual Assistants & Data Privacy](#)
- [AI in Energy – Smart Grid Optimization & Blackout Risks](#)
- [AI in Financial Services – AI Stock Trading & Market Manipulation](#)

Discussion Questions - Be prepared to discuss with the class!

- What risks did your team prioritize in making its decision?
- If you modified the approach, what changes did you suggest?
- How do AI fairness and transparency impact real-world applications?