BLENDED INTENSIVE PROGRAMME (BIP)

Applied Artificial Intelligence in Business

General Course Information

- In this course, students will learn how generative AI can be used in a business context (including large-languages models powering genAI solutions and RAG-systems used to interact with knowledge bases). Students will practice how to set up conversational interfaces using generative AI.

- Image for the course: we haven't created any image for the course.

- **Ulysseus Priority topics:**

  X Related to the Ulysseus Innovation Hubs;

- Target group:
  X Students

- Level (for students):
  X Bachelor
  X Master
  X PhD

- Field of study (and ISCED for a BIP for students): BBA programmes on Business or IT, 0688 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs)

- Course dates:
    - Virtual part: **3/Mar/2025** to **30/Apr/2025**
    - Physical part: **19/May/2025** to **23/May/2025**

- Registration dates are open from **01/Jan/2025** to **14/Feb/2025**

Course Content

- Course Outline:
    - The course has two parts: a virtual part in March-April and a teamwork week in May in Helsinki
    - The focus of the course is on generative AI in business
    - The teams of four students are formed in March and the virtual part prepares the team for the teamwork week.
    - Virtual weeks will give the students knowledge and skills to apply generative AI in business based on theory and by creating small example no-code solutions e.g. chatbots.
    - Virtual weeks have both individual and team assignments.
    - During the teamwork week the teams work on selected business cases creating AI business Canvas applied for genAI, a demonstration on the solution, and a pitch presentation.

- Course content:
    - Short recap of the AI basic concepts as groundings for GenAI, e.g. deep learning
    - GenAI basic concepts e.g. Large Language Models (LLMs)
    - GenAI latest and advanced technologies e.g. Retrieval-Augmented Generation (RAG) and AI Agents
    - GenAI use cases in various businesses and organizations
    - AI Business Model Canvas applied for GenAI
    - GenAI exercises, both literature-based and hands-on

- Teamwork on applying AI for a selected use case

- Learning Outcomes:
  - **Following this course, students will be able to:**
    - Understand the latest GenAI technology concepts, GenAI technology tools basics
    - Evaluate the GenAI potential to enhance business using technologies above.
    - Use AI Business Model Canvas to define GenAI-enabled business cases and use cases.
    - Apply selected AI tools to demonstrate GenAI technologies.

Course Practical Details

- Practical Details
  - Start/End dates virtual part: **3/March/2025** to **30/Apr/2025**
  - Start/End dates of the physical part: **19/May/2025** to **23/May/2025**
  - Teaching language: English
  - Location: Haaga-Helia University of Applied Sciences, Pasila Campus, Helsinki, Finland
  - ECTS: 3-6 ects depending on how many assignments the student selects during virtual period
  - Workload: 80 – 160 hours
  - Contact: *antonius.camara@haaga-helia.fi*

Physical Mobility

- The physical mobility will take place at Haaga-Helia University of Applied Sciences from 19/May/2025 to 23/May/2025. Address: Ratapihantie 13, Helsinki, Finland

Requirements

- The course is targeted to bachelor and master level students (business or IT programmes) that have acquired basic knowledge on Artificial Intelligence. For example, students that have completed a basic AI course on their home institutions. For a reference, see Haaga-Helia's '**Basics of Artificial Intelligence (AI)**' course description at: https://opinto-opas.haaga-helia.fi/course_unit/ICB011AS2AE

Application Process

- Each Ulysseus partners can select own students for the BIP. A list of selected students (first name. last name, email address) must be provided to Haaga-Helia's BIP coordinator (Antonius Camara, antonius.camara@haaga-helia.fi) until 14/Feb/2025.

Professors

- Jukka Remes, Haaga-Helia University of Applied Sciences
- Juhani Heikkinen, Haaga-Helia University of Applied Sciences
- Jose F. Quesada, Universidad de Sevilla

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