



## Syllabus of Module

# 8. Artificial Intelligence in Business Processes

**Lecturer: MA Klára Karimaghai, BA**

### Module Annotation

This module provides a comprehensive overview of artificial intelligence and its role in the digitisation of business. The technical overview (history of the AI, introduction to the concept of big data and infrastructure) will allow students without prior technical education to understand the AI and the perspectives of its technological development in the coming years.

The practical part of the course will demonstrate best practices and tools based on AI, which are used to improve business processes. Based on case studies, we will be able to become acquainted with the most common and most promising applications of artificial intelligence in various sectors: finance, production, retail, marketing, logistics, non-profit and state services. The final part of the module is a discussion on the field of ethics and regulation of AI and its practical consequences for business.

### Module Objective

The purpose of this course is to improve the understanding of AI and its impact on specific areas of business and to promote critical thinking regarding the adoption of new technologies. The aim of the course is for students to be able to identify opportunities for AI in business and strategically plan its implementation.

## Literature

1. Elements of AI (Online Course)
2. Varian, Hal. Artificial Intelligence, Economics, and Industrial Organization (eng)
3. How to build an analytics team for impact in an organization (Eng)
4. Byznys ve věku UI, Microsoft
5. Gomez-Uribe, Carlos, Hunt, Neil. The Netflix Recommender System: Algorithms, Business Value, and Innovation (ENG)
6. Srovnávací studie: Umělá inteligence ve veřejném a soukromém sektoru v Polsku a České republice (2020)
7. Černý, D. Etické principy regulace chování umělé inteligence
8. KPMG. Bílé knihy a (ne)žádoucí regulace umělé inteligence
9. Moral machine (hra)

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