

# COURSE DETAIL

## AI FOR BUSINESS: MANAGEMENT, STRATEGY AND GOVERNANCE

**Country**

United Kingdom - England

**Host Institution**

London School of Economics

**Program(s)**

Summer at London School of Economics

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

130

**UCEAP Course Suffix**

S

**UCEAP Official Title**

AI FOR BUSINESS: MANAGEMENT, STRATEGY AND GOVERNANCE

**UCEAP Transcript Title**

AI FOR BUSINESS

**UCEAP Quarter Units**

5.50

**UCEAP Semester Units**

3.70

### **Course Description**

The course blends theoretical knowledge and practical skills, preparing students to understand and leverage AI technologies in various business contexts. The course begins with an insightful introduction to AI and Machine Learning, providing a solid foundation in AI concepts and terminologies. Discovering the evolution of AI and understanding the core mechanisms that drive machine learning and deep learning technologies provides the foundational knowledge to set the stage for more advanced topics. To dive deep into the realm of AI technologies and their applications in business, the course explores a wide array of AI technologies, including Natural Language Processing, predictive and prescriptive analytics, and demonstrates their practical applications.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

MG111

### **Host Institution Course Title**

AI FOR BUSINESS: MANAGEMENT, STRATEGY AND GOVERNANCE

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

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