

COURSE DETAIL

DESIGNING GENERATIVE ARTIFICIAL INTELLIGENCE APPLICATIONS

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

175

UCEAP Course Suffix**UCEAP Official Title**

DESIGNING GENERATIVE ARTIFICIAL INTELLIGENCE APPLICATIONS

UCEAP Transcript Title

DESIGN GEN AI APPS

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course is inquiry-based, interactive, and hands-on, focusing on how to design effective, human centered generative artificial intelligence (GenAI) applications in business contexts. It is suitable for undergraduate students with no technical background. The course builds AI literacy through simulation games developed by the instructor. The core of the course guides students through real-world applications of GenAI across text, code, image, audio, and video. Students gain practical experience using GenAI tools and applying them to solve business problems. The course includes critical discussions on the implications of GenAI, covering issues such as privacy, algorithmic bias, labor impact, job displacement, and ethical design. It helps students consider not only what GenAI can do, but what it should do. From a career perspective, the course equips students to act as effective consultants for AI applications, organizational change, leadership, digital transformation, and sustainability.

Language(s) of Instruction

English

Host Institution Course Number

IIMT3672

Host Institution Course Title

DESIGNING GENERATIVE ARTIFICIAL INTELLIGENCE APPLICATIONS

Host Institution Course Details

https://ug.hkubs.hku.hk/f/course/255446/25_26-IIMT3672.pdf

Host Institution Campus

Host Institution Faculty

Business & Economics

Host Institution Degree

Host Institution Department

Artificial Intelligence in Business

Course Last Reviewed

2025-2026

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