COURSE DETAIL

ADVANCED AI APPLICATIONS IN BUSINESS
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 148
UCEAP Course Suffix
UCEAP Official Title ADVANCED AI APPLICATIONS IN BUSINESS
UCEAP Transcript Title ADV AI APPS BUS
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course provides a strategy-oriented exploration of artificial intelligence (AI) and machine learning (ML) in business, with emphasis on recent advances in generative AI. Geared towards 3rd and 4th year undergraduate students, the curriculum focuses on how AI creates value across industries. Rather than deep theory, the course stresses practical application – students learn to identify opportunities for AI, build simple prototypes, evaluate AI vendors, and critically assess ethical implications. The course surveys AI use cases in multiple sectors (finance, marketing, operations, etc.) to ensure broad exposure. By leveraging real-world case studies and hands-on Python exercises, students develop future-ready skills to bridge the gap between technical AI capabilities and business strategy. This course equips students to harness these technologies effectively and responsibly. Prerequisites are IIMT1640 Probability and Statistics for Business or equivalent and IIMT2602 Business Programming or equivalent.

Language(s) of Instruction
English

Host Institution Course Number
IIMT3688

Host Institution Course Title
ADVANCED AI APPLICATIONS IN BUSINESS

Host Institution Course Details
https://ug.hkubs.hku.hk/f/course/255451/25_26-IIMT3688.pdf

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2025-2026

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