

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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