

COURSE DETAIL

STRATEGIC MANAGEMENT OF AI TECHNOLOGIES

Country

China

Host Institution

Tsinghua University

Program(s)

Tsinghua University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

172

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC MANAGEMENT OF AI TECHNOLOGIES

UCEAP Transcript Title

STRAT MGMT OF AI

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Generative AI breakthroughs are reshaping industry structures, business models, and the nature of work. This course explores how organizations can craft, execute, and govern strategy amid rapid AI diffusion. Structured around seven thematic modules, the course integrates theoretical studies and practical case discussions (e.g., DeepSeek, NVIDIA CUDA), and practitioner talks.

Language(s) of Instruction

English

Host Institution Course Number

40512572

Host Institution Course Title

STRATEGIC MANAGEMENT OF AI TECHNOLOGIES

Host Institution Course Details

<https://www.tsinghua.edu.cn/en/Admissions/Undergraduate/Curriculum.htm>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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