BAIS 310: AI for Business Applications

Marketing, Analytics & Prof Sales

This course provides comprehensive fundamentals of and applications in the emerging fields of generative AI, prompt engineering, and text analytics. It focuses on designing effective interactions with AI-based large language models (LLMs) such as ChatGPT, Google Bard, etc. Students will learn the foundations of how to structure prompts to optimize the performance of generative AI tools to develop successful business applications. Techniques for analyzing and extracting information from texts are discussed. Students will also do hands-on exercises and projects throughout the semester. As a result, students will gain technical knowledge and practical expertise using AI LLMs in various AI-driven business domains.

3 Credits

Prerequisites

- Accy 201: Introduction to Accounting Principles I (Minimum grade: C)
- Econ 202: Principles of Microeconomics (Minimum grade: C)
- Pre-requisite: 54 Earned Hours.
- Prerequisite: Math 121 or Math 125 or Math 167 or Math 262 or Math 268. (C Min)
- Prerequisite: Econ 230 or Bus 230 with a minimum grade of C.
- Prerequisite: Math 261 or Math 267 or Math 271 (C).

Instruction Type(s)

- Lecture: Lecture for BAIS 310
- Lecture: Compressed Video for BAIS 310
- Lecture: Web-based Lecture for BAIS 310

Subject Areas

- Management Information Systems and Services, Other

Related Areas

- Management Information Systems, General