

COURSE SYLLABUS

The Business of AI - Platforms, Models, Applications, and Impact, 5 credits

The Business of AI - Platforms, Models, Applications, and Impact, 5 högskolepoäng

Course Code:	J2TBOA	Education Cycle:	Second-cycle level
Confirmed:	Mar 25, 2026	Disciplinary domain:	Social sciences (80%) and Technology (20%)
Valid From:	Aug 31, 2026	Subject group:	Business Administration
		Specialised in:	A1N Second cycle, has only first-cycle course/s as entry requirements
		Main field of study:	Informatics, Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.2 Critically apply disciplinary knowledge to address complex issues in international contexts, while reflecting on its transferability and limitations across different settings.

Skills and Abilities

2.3 Independently manage and carry out a substantial research or project assignment, including data collection and using appropriate research methodologies, within given time frames.

2.4. Critically assess the reliability of, and ethical implications arising from, the methods, tools, and techniques used to generate insights from data.

3.2. Deliver compelling oral presentations relating to complex problems and critically discuss and defend their findings in academic and professional settings.

Judgement and Approach

5.2 Appraise relevant emerging trends and technologies to formulate strategies and decisions for applying innovations in practice or in advanced problem solving.

Content

The course builds your understanding of AI from a business perspective, showing how it is being applied in various organisational settings and contexts. It introduces you to the technological platforms that underpin contemporary organisations, giving you a shared foundation for understanding how AI is used to carry out different managerial and professional tasks.

Through the course, you will develop a deep understanding the role of AI and data in the context of firms and organisations. Special emphasis is placed on understanding different data sources within companies and how AI may or may not improve firms' abilities to generate value from existing data. You will gain an overview of the role enterprise systems and data lakes play in shaping data availability and quality, and how AI interacts with data systems and digital infrastructures.

You will explore the basics of AI from a managerial perspective, including how different types of AI function and how they use and translate data, and which applications are currently applied across industries. Exploring how AI-driven systems can differ in terms of structure, reliability, and analytical potential, you will learn to evaluate their usefulness for improved decision-making. You will learn about AI as technology, how it is used to not only augment and automate human work, but also how to do this in increasingly autonomous ways. In the course, you engage in discussions on the value-creating opportunities in the new technologies, but also concerns and ethical issues.

At the end of the course, you will have developed an understanding of what defines and supports mature and responsible use of AI in organisations. You will be prepared to evaluate AI's strategic relevance for various business functions and identify opportunities to use AI to improve organisational actions.

Connection to Research

This course is connected to the current research front, and required readings for the course consist entirely of contemporary research published in reputable academic journals. You will engage in critically evaluating current research and developed an understanding of AI in business based on peer-reviewed research.

Connection to Practice

While keeping a high academic standard, the course is simultaneously familiarising you with highly relevant practical applications of AI. This is particularly evident in the course project where you, in groups, explore how AI is being applied in a selected organisational setting, for example AI in recruitment; AI in managerial work; AI in retailing; and so on.

Connection to Ethics, Responsibility, Sustainability (ERS)

A very important aspect of the exploration of AI in various settings, is to raise the awareness of different concerns and ethical issues caused by the use of AI. For example, when AI is used to evaluate and select personnel in recruitment processes – how does that affect applicant's feelings of fairness, privacy and dignity?

Type of Instruction

The course is campus-based, and the main teaching techniques are classroom discussions, workshops/seminars, and student presentations.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university). At least 30 ECTS must be in Business Administration. Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

Individual written and oral assignment (ILOs: 1.2, 5.2), representing 2.5 credits. ILO 1.2 is examined in the written assignment, and it consists of a reflection paper based on selected scientific articles. ILO 5.2 is examined in the oral assignment, which consists of discussing current trends on AI.

Written and oral group assignment (ILOs: 2.3, 2.4, 3.2), representing 2.5 credits. ILO's 2.3 and 2.4 are examined in the written assignment, which consists of carrying out a group-based research project and reflecting upon ethical issues. ILO 3.2 is examined in an oral discussion.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written and oral assignment	2.5 credits	A/B/C/D/E/FX/F
Written and oral group assignment	2.5 credits	A/B/C/D/E/FX/F

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a

course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Selected scientific articles will be provided at the start of the course