MISM6250 - Strategic AI for Business Syllabus

Instructor Information

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Course Description

Explores how artificial intelligence (AI) empowers businesses to enhance competitiveness. Examines how AI integrates with business strategy. Offers students an opportunity to recommend business solutions through the integration of AI capabilities. Focuses on leveraging machine learning techniques like unsupervised, supervised, and reinforcement learning for data-driven insights. Examines the intersection of managerial practices and AI capabilities through real-world case studies. Students also have an opportunity to gain practical insights into implementation and ethical considerations and navigate the dynamic landscape of AI-driven business transformations.

Course Outcomes

This course provides you the opportunity to:
- Analyze the competitiveness of a company by using the resource-based view and SWOT frameworks.
- Formulate competitive strategy by using the resource-based view and SWOT frameworks.
- Discuss the major approach(es) to machine learning and AI.
- Identify suitable AI approaches to address different business problems.
- Evaluate major issues surrounding AI in business including organizational culture and ethics.
- Examine a current business issue using business strategy and AI approaches to recommend a solution.

Required Course Materials

The following Coursepack: https://hbsp.harvard.edu/import/1207215 lists reading materials that need to be purchased.
Additional resources will be linked within the lessons to which they correspond.

Course Structure and Activities

There are seven modules in a course and each module represents one week of learning. Assignments are generally due at the end of the week (Sundays) unless otherwise noted. Be sure to check the syllabus, your announcements, and/or assignment pages for exact due dates. Learners are encouraged to look ahead at the assignments in order to best prepare their time.

This course includes the following required activities:

- **Course Assessments**: There will be assessments that you complete during the course; specific instructions will be found in weekly modules.

- **Non-graded Learning Activities**: Throughout the course there will be opportunities for you to self-assess your learning to help you gauge your comprehension of core concepts and uncover any gaps. Even though this is not graded, it is a required component of this course.

- **Discussion**: These weekly submissions aim to provide you with an opportunity to reflect on your learning and to share your thoughts and experiences with the class in a professional community discussion space. This is a great venue to present your ideas or reflections for feedback and to elicit ideas from your peers.

Late Assignment Policy

Late Policy:

Students are responsible for submitting assignments by posted deadlines. Deductions will be automatically applied to late submissions based on the time elapsed after the deadline:

1. ***10% deduction within 24 hours***
2. ***25% deduction within 24-48 hours***
3. ***50% deduction within 48-72 hours***
4. ***Zero credit if submitted more than 72 hours after the deadline***

Exceptions to the late policy will be considered only in the event of an approved extension request.

Extension Request Policy:

Students should only request an extension in the event of an emergency or other extenuating circumstance that impacts academic progress. To make an extension request, students should submit the extension request form and include a detailed explanation of the emergency or extenuating circumstance and how much additional time is being requested. When foreseeable, requests should occur before the assignment deadline. Requests received more than 24 hours after the deadline will not

be considered. Extension requests will be considered by the faculty member on a case-by-case basis. If approved by the faculty member, it is at the discretion of the faculty member to determine the extended deadline and any associated penalties.

Extension Request Monitoring and Accountability:

The program team tracks and monitors all extension requests. Repeated requests for extensions across multiple courses may raise concerns regarding a student's overall academic progress and time management skills. Such patterns will be reviewed, and interventions may be implemented to provide support and address underlying issues.
Students are encouraged to manage their time effectively and seek help proactively to avoid frequent extension requests.

There are no exceptions or extensions for the final project/assignment deadlines in a course. They must be turned in by the deadline to receive a grade, due to the nature of the final grade entry deadlines enforced by Northeastern University.

Discussion Board Guidelines

This course incorporates discussion board assignments which provide opportunities to engage with your peers in discussions around weekly themes and topics.

When you post, think of a thesis and how best to support it. If you are the first to post, be sure to provide a careful analysis, strong (bold) argument (thesis), and open-ended questions that invite dialogue. Be sure to check back to see if anybody has responded to you. Does someone's comment make you think twice about your view? Help keep the conversation going and move the dialogue along. Introduce new ideas, but also build on what others have said.

When responding to others, look for posts that contradict or support your own thoughts, or posts that seem to fall short on an aspect that is important to you. In your response, you can also turn your own thoughts into questions, offer your position, or play the devil's advocate.

Class Schedule

Please note: For more information about specific assignments, see assignment pages in Canvas, and refer to the Course Summary below for exact due dates.

Activity	% of Grade	Due
Introduction or Academic Integrity Attestation	0%	Week 1

Check Your Knowledge Activities	0%	Week 1 - 7
Module individual assessments	45%	Weeks 1 – 5
Group Assignment	10%	6
Class Discussions	30%	Weeks 1 - 6
Final project & pitch	15%	7

Grade Distribution

The following grading standards will be used in this class:

Grading Scale
A = 93%-100%
A- = 90%-92.9%
B+= 87%-89.9%
B = 83%-86.9%
B- = 80%-82.9%
C = 73%-76.9%
C+= 77%-79.9%
C-= 70%-72.9%
F = Below 70%