
Artificial Intelligence for Business Decision Making

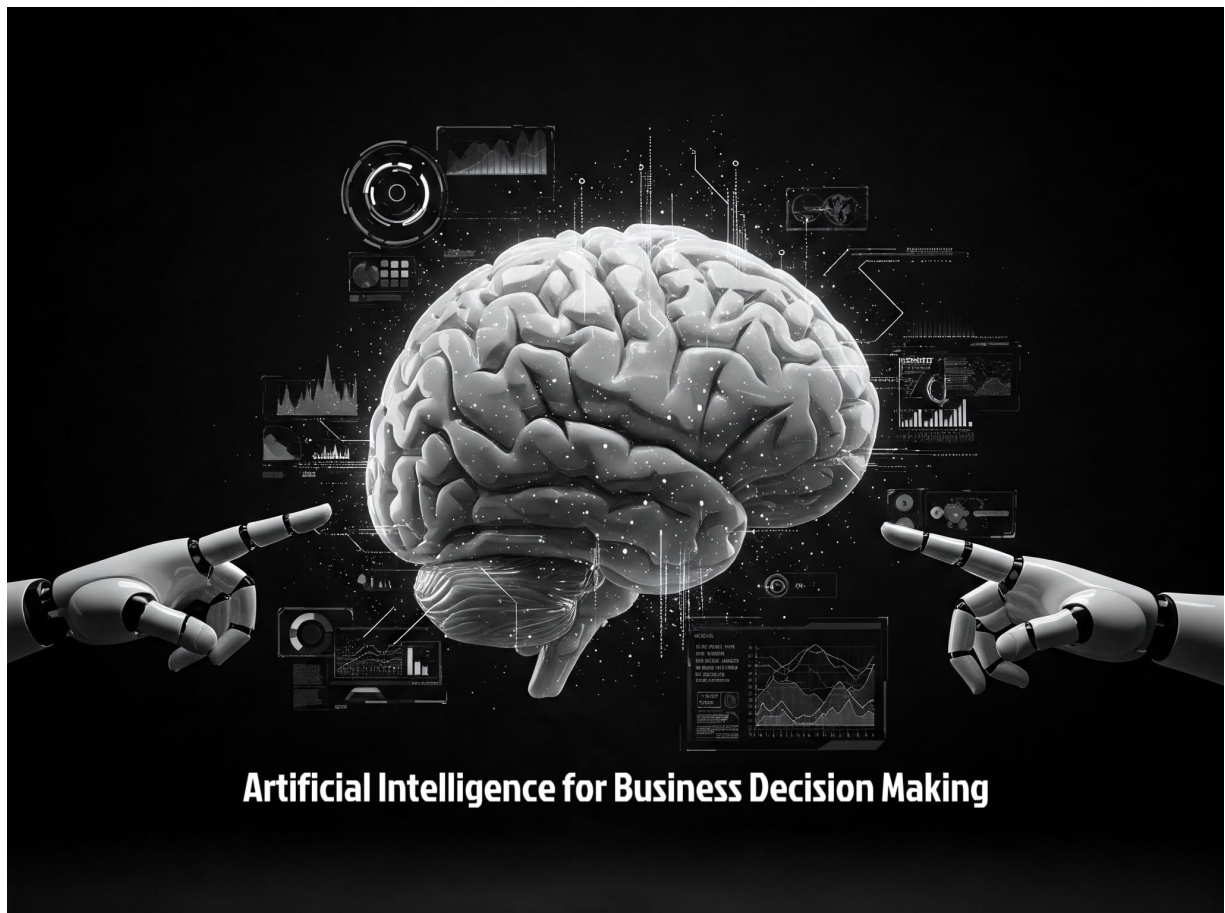
Seville, May 26th to 30th 2025

Blended Intensive Programme (BIP)



Detailed Information:

Artificial Intelligence for Business Decision Making



General Course Information

- **Course Description:** This BIP introduces undergraduate and graduate students to the world of AI and its growing importance in modern business. The programme focuses on the practical applications of AI for business decision making. Through a combination of online learning and interactive classroom sessions, students will develop a solid understanding of key AI concepts and acquire practical skills for their application in the business world.

- **Ulysseus Priority topics:**

- ☒ Entrepreneurship
- ☒ Transversal/Interdisciplinary topics aligned with the Ulysseus Mission

- **Target Group:**

- ☒ Students

- **Level (for students):**

- ☒ Bachelor
- ☒ Master

- **Field of study (and ISCED for a BIP for students):**

0311 Economics

041 Business and administration

048 Inter-disciplinary programmes and qualifications involving business, administration and law

- **Course dates:**

Virtual component: **21/04/2025 to 25/05/2025**

Physical component: **26/05/2025 to 30/05/2025**

- **Registration dates are open** from 20/02/2025 to 15/03/2025

Please be aware that your home university may set a different application deadline depending on their internal selection process.

Course Content

- **Course Outline:** The course is designed as a blended intensive programme with a virtual phase and an in-person phase.
 - **Virtual Phase:** This phase consists of five online sessions covering the basics of AI, data analysis with AI, and AI for prediction. Students will individually analyze the information and reflect on their knowledge through an online task and a quiz.
 - **In-person Phase:** This phase includes a range of activities such as welcome and group dynamics, lectures on AI applications in business, a tour of Seville, teamwork on developing AI solutions, a visit to a company using AI, discussions on ethics and responsibility in AI, and a business forum for project presentations. Students will work in groups to develop innovative solutions to business problems using AI. The course culminates with a business forum where students present their projects to a jury of experts.

- **Course content:** The course is designed as a blended intensive programme with a virtual phase and an in-person phase.
 - Introduction to AI and its different types
 - Data analysis techniques and tools using AI
 - AI for prediction
 - Applications of AI in business decision making
 - Ethical implications of AI in business
 - The future of AI in the company and its impact on the future of work and society
- **Learning Outcomes:** Upon completion of this course, undergraduate and graduate students in economics and business administration will be able to:
 - Understand the basic concepts of AI and its various applications in business.
 - Apply AI techniques and tools for data analysis and trend prediction.
 - Develop innovative solutions to business problems using AI.
 - Critically evaluate the ethical implications of AI in business and advocate for responsible AI use.
 - Communicate their understanding of AI concepts and applications effectively.
 - Collaborate effectively in a diverse team to achieve shared goals.

Course Practical Details

- **Practical Details:**
 - Start/End dates virtual part: 21/04/2025 to 25/05/2025
 - Start/End dates of the physical part: 26/05/2025 to 30/05/2025
 - Teaching language: English
 - Location: Faculty of Economics and Business Sciences. Av. Ramón y Cajal no. 1, 41018, Seville (Spain)
 - ECTS (minimum 3 ECTS for a BIP for students): 3 ECTS
 - Workload: 56 hours
 - The maximum number of participants for the BIP and precise if participants in addition of the Erasmus+ one can be added: 25
 - Contact: Jeisson A. Higuera Reina (BIP coordinator): jhigueral@us.es

Professors

- **Jeisson A. Higuera Reina (University of Seville) - BIP coordinator**
- **Juan Luis Blanco Guzmán (University of Seville) - BIP coordinator**

Requirements

- Being an undergraduate (Bachelor) or graduate (Master) student in these fields of study (ISCED):
 - 0311 Economics
 - 041 Business and administration
 - 048 Inter-disciplinary programmes and qualifications involving business, administration and law
- Having a B2 level of English or higher.
- Showing interest in the BIP subject matter and the application of AI in business.

Virtual Component/Part

Please note that this programme is subject to change. The finalized activity schedule will be distributed at least one week before the BIP starts.

- **Session 1: Introduction to AI.** The basic concepts of AI and its different types will be explored.
- **Session 2: Data Analysis with AI.** AI-powered data analysis techniques and tools will be introduced to extract valuable information, identify patterns, and trends.
- **Session 3: AI for Prediction.** How AI is used to predict future events will be explored.
- **Session 4: Evaluation and Closure (I) (2 hours)**
Online Task: Students will analyze the information presented in the previous sessions to reflect on prior knowledge and knowledge acquired during the sessions. They must prepare a report on what they did not know and what they believe should be further explored. Also, considerations that should be taken into account when talking about AI.
- **Session 5: Evaluation and Closure (II) (2 hours)**
Online Quiz: Understanding key AI concepts will be assessed through an online quiz.

Physical Mobility

Please note that this programme is subject to change. The finalized activity schedule will be distributed at least one week before the BIP starts.

	Morning	Afternoon
Day 1	<p>9:15 - 9:45: Breakfast.</p> <p>10:00 - 13:00: Welcome and Group Dynamics. Welcome to students, presentation of the BIP programme and activities to promote group integration and cultural exchange.</p>	<p>13:00 - 14:00: Lunch.</p> <p>14:00 - 17:00: AI in the Company. The basic concepts of AI, its different applications in the company, and the advantages of its use will be explored in depth.</p>
Day 2	<p>9:15 - 9:45: Breakfast.</p> <p>10:00 - 13:00: AI for Business Data Analysis. The different techniques and tools used to analyze business data with AI will be explored, and how these analyses can help strategic decision-making.</p>	<p>13:00 - 14:00: Lunch.</p> <p>14:00 - 17:00: AI for Prediction. AI applications in predicting future events, such as product demand or price fluctuation and improve efficiency will be analyzed.</p> <p>18:00 - 20:00: Tour of the city of Seville. Guided tour of the most emblematic places in the city, with explanations about the history, culture, and economy of Seville.</p>
Day 3	<p>9:15 - 9:45: Breakfast.</p> <p>10:00 - 13:00: Teamwork: Developing AI Solutions. Students will work in groups to develop innovative solutions to business problems using AI. Creativity, innovation, and collaborative work will be fostered.</p>	<p>13:00 - 14:00: Lunch.</p> <p>14:00 - 17:00: Ethics and Responsibility in AI. The ethical implications of AI in business, such as data privacy, transparency, fairness, and social responsibility, will be discussed.</p>

		Critical thinking about the responsible use of AI in business will be encouraged.
Day 4	<p>9:15 - 9:45: Breakfast.</p> <p>10:00 - 13:00: The Future of AI in the Company. Emerging trends in AI will be analyzed, and the impact of AI on the future of work and society will be discussed. Reflection on the opportunities and challenges that AI presents for the future of the company will be encouraged.</p>	<p>13:00 - 14:00: Lunch.</p> <p>14:00 - 17:00: Business Forum - Project Presentation and Awards. Students will present their projects to a jury of experts, and the best idea will be awarded.</p> <p>19:00 - 21:00: Farewell Dinner. Farewell dinner for the BIP programme.</p>
Day 5	<p>8:00: Trip to Marbella (Breakfast will be provided during the bus journey)</p> <p>11:00 - 13:00: Visit to the Andalucía Lab. Students will visit the Andalusian Tourism Innovation Center “Andalucía Lab” that has implemented AI in its operations, where they can observe how AI is applied in practice and talk with professionals in the sector.</p>	<p>13:00 - 14:00: Lunch.</p> <p>14:00 - 17:00: Visit to Puerto Banús and time to enjoy the beach and carry out recreational activities.</p> <p>18:00: Return to Seville</p>

Application Process

In the box below you can find the contacts of each of the Ulysseus universities where you can be informed about the selection process.

University	Contact Details of Ulysseus Local Mobility Officer
University of Seville	mobilityulysseus@us.es
Université Côte d’Azur	mobility-ulysseus@univ-cotedazur.fr
University of Genova	mobility-ulysseus@unige.it
Technical University of Košice	natalia.vaskova@tuke.sk
MCI The Entrepreneurial School	mobilityofficer.ulysseus@mci.edu

Haaga-Helia University of Applied Sciences	mobilityulysseus@haaga-helia.fi
University of Münster	mobilityulysseus@uni-muenster.de
University of Montenegro	ulysseusmobility@ucg.ac.me



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