Course Syllabus

Code - Course Title	**VBA305 - Artificial Intelligence in Business**
Course Type	V. SEMESTER
Laboratory + Practice	2+0
ECTS	**4.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ ÖNDER DORAK

Mode of Delivery	Face-to-face

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		AI Strategy: Identifying corporate AI use cases	
Week - 2		Evaluating AI feasibility	
Week - 3		Financial ROI analysis for AI projects	
Week - 4		Management of ethical and legal processes	
Week - 5		Process Automation: Intelligent document processing	
Week - 6		Business process optimization via machine learning	
Week - 7		Automated customer service interactions	
Week - 8		Implementing conversational AI agents	
Week - 9		Change Management: Organizational adaptation logic	
Week - 10		Navigating technological shifts	
Week - 11		Strategic workforce upskilling	
Week - 12		Leading transformative AI initiatives	
Week - 13		Measuring AI deployment success	
Week - 14		Future trends of AI in the enterprise	

Learning Outcomes

#	Learning Outcome
1	Execute quantitative financial ROI analysis for AI projects
2	Optimize core business workflows utilizing machine learning logic

Learning Outcomes

#	Learning Outcome
3	Architect intelligent document processing and automated service systems
4	Lead corporate transformation focusing on strategic workforce upskilling

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.