Course Syllabus

Code - Course Title	**UTL405 - Business Analytics and Artificial Intelligence**
Course Type	VII. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses

Mode of Delivery	The mode of delivery of this course is face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Artificial Intelligence: Historical Perspective	
Week - 2		Learning from Data: Understanding Data, Types, and Sources	
Week - 3		Introduction to Machine Learning	
Week - 4		Descriptive Models in Machine Learning	
Week - 5		Predictive Models in Machine Learning	
Week - 6		Introduction to Deep Learning	
Week - 7		Generative Artificial Intelligence	
Week - 8		Natural Language Processing	
Week - 9		Artificial Intelligence Applications in Business	
Week - 10		Artificial Intelligence Ethics	
Week - 11		Developing Artificial Intelligence Strategy	
Week - 12		Implementing Artificial Intelligence Solutions in Business	
Week - 13		Case Studies	
Week - 14		Case Studies	

Learning Outcomes

#	Learning Outcome
1	Will be able to evaluate and identify potential applications of artificial intelligence within a business context.
2	Formulate comprehensive AI strategies for business objectives.
3	Assess the benefits and limitations of AI solutions in business.
4	Analyze how generative AI technologies can be utilized within a business context

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.