Course Syllabus

Code - Course Title	**İŞL326 - Artificial Intelligence in Business**
Course Type	VI. SEMESTER
Laboratory + Practice	2+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. DR. HANDE TİRYAKİ

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.