

FB5561: ARTIFICIAL INTELLIGENCE IN BUSINESS

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Artificial Intelligence in Business

Subject Code

FB - College of Business (FB)

Course Number

5561

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

We are entering a new phase of artificial intelligence, where AI is no longer a supporting tool but the underlying system through which enterprises operate. From perception to generation, and from autonomous agents to physical intelligence, AI is reshaping how organizations sense, decide, and execute.

This course provides a structured understanding of how AI evolves from a collection of tools into a unified operating system for business. It connects core technological capabilities with organizational transformation, explaining how companies move from isolated AI applications toward system-level intelligence embedded across workflows, decision-making, and strategy.

By integrating real-world cases from different industries and forward-looking frameworks, the course examines how AI is redefining business models, organizational structures, and global competition, positioning AI as the central engine of modern enterprise.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the evolution of AI from perception to autonomous systems	25%	x	x	
2	Explain how AI transforms enterprise operating models and decision flows	50%	x	x	
3	Identify high-impact opportunities for AI-driven transformation	25%	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in formal lectures that introduce foundations and applications of AI in business	1, 2, 3	3-hour lecture per week
2	Peer discussion	Students will engage in structured discussion with peers to identify areas to improve on in their returned assessment tasks.	1, 2, 3	In-class and out-of-class preparation and participation

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?	
1	Coursework (such as, case assignments, problem sets, etc.)	1, 2, 3	100	For case assignments, problem sets, students can use Generative Artificial Intelligence Tools to help them understand the concepts/ questions/ problems or analyze data. But the final version must be their own work, e.g., students cannot copy and paste the AI answers as their own answers.	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Coursework

Criterion

Performance in applying the knowledge and concepts covered from the course

Excellent

(A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

(B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

(C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

(D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

(F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Part III Other Information

Keyword Syllabus

- Core Technology framework of Cloud Computing and AI
- Organizational Paradigm Shift - From AI-Enabled to AI-Native
- Case studies: real-world enterprise implementations of AI
- AI and Globalization - From Product Export to System Export

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil