FB6784: HANDS-ON AI PROJECT

New Syllabus Proposal

Effective Term
Semester B 2025/26

Part I Course Overview

Course Title
Hands-on AI Project

Subject Code
FB - College of Business (FB)
Course Number
6784

Academic Unit
College of Business (CB)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

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

This course provides MBA students with a practical introduction to artificial intelligence (AI) through project-based learning. Students will first acquire foundational knowledge in AI applications for business, including large language models, prompt engineering, and design thinking. Each student will propose a project idea based on their professional or personal experience, which will be developed collaboratively in small groups. The course emphasizes hands-on use of accessible AI tools (Google Colab, APIs, Streamlit/Gradio, Zapier/Make, Napkin, Canva/Tome) with minimal installation requirements. Deliverables include an initial project proposal, an interim progress report, and a final presentation with a working prototype or demo. By integrating applied AI with managerial reflection, students will learn how to scope, test, and communicate AI-enabled solutions for business challenges.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify and frame business problems that can be addressed with AI;	10%	x	x	
2	Apply design thinking principles to explore AI-enabled solutions;	20%	x	x	
3	Collaborate in small teams to design and implement AI-driven prototypes or models using simple tools;	35%		x	x
4	Communicate findings effectively through presentations and written reflections, emphasizing managerial and business implications.	35%			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	Online lectures and recorded module	On AI fundamentals and applications	1, 2	
2	Mini-labs in Google Colab	LLM API calls, prompt engineering, small apps	1, 2	
3	Group project work	Work from a proposal to an interim report and finally to a submission, is supported by teaching assistants throughout the process	2, 3	

4	Group discussions and presentations	Peer review, presentations, and reflective discussions	3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Individual Project Proposal	1, 2	20	Short written proposal based on student's professional context	Yes
2	Interim Report (Group)	2, 3	30	Mid-point update on scope, progress, and prototype draft	Yes
3	Final Presentation & Summary (Group)	3, 4	50	Demo/prototype link, business case, managerial reflection	Yes

Continuous Assessment (%)

100

Additional Information for ATs

AI tool usage is allowed in assessments, conditional on proper disclosure by the student.

Assessment Rubrics (AR)

Assessment Task

Individual Project Proposal (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate understanding of the course topics through assignment.

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

Failure

(F) No evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Interim Report (Group); Final Presentation & Summary (Group) (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Synthesize concepts and tools learned from this course

Excellent

(A+, A, A-) Demonstrate strong ability to synthesize concepts and tools learned in the group assignments.

Good

(B+, B, B-) Demonstrate good ability to synthesize concepts and tools learned in the group assignments.

Fair

(C+, C, C-) Demonstrate acceptable ability to synthesize concepts and tools learned in the group assignments.

Marginal

(D) Demonstrate poor ability to synthesize concepts and tools learned in the group assignments.

Failure

(F) Demonstrate unacceptable ability to synthesize concepts and tools learned in the group assignments.

Assessment Task

Individual Project Proposal (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate understanding of the course topics through assignment.

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

Marginal

(B-, C+, C) Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Failure

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

Assessment Task

Interim Report (Group); Final Presentation & Summary (Group) (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Synthesize concepts and tools learned from this course.

Excellent

(A+, A, A-) Demonstrate strong ability to synthesize concepts and tools learned in the group assignments.

Good

(B+, B) Demonstrate good ability to synthesize concepts and tools learned in the group assignments.

Marginal

(B-, C+, C) Demonstrate acceptable ability to synthesize concepts and tools learned in the group assignments.

Failure

(F) Demonstrate poor ability to synthesize concepts and tools learned in the group assignments.

Part III Other Information

Keyword Syllabus

- Introduction to AI concepts and business applications
- Large language models (LLMs), APIs, and prompt engineering
- Design thinking × AI for business problem-solving
- Prototyping with Google Colab, Streamlit, Gradio
- No-code automation tools (Zapier, Make)
- Business communication and storytelling tools (Napkin, Gamma, Canva, Tome)
- Project development: proposal → interim report → final presentation

Reading List

Compulsory Readings

	Title
1	Davenport, T., & Mittal, N. (2022). All-in on AI: How Smart Companies Win Big with Artificial Intelligence.
2	Harvard Business Review articles on AI adoption and business transformation (compiled pack).
3	Vendor documentation: “Quickstart with OpenAI/Gemini API” (5–10 min tutorials).
4	Streamlit / Gradio “Getting Started” guides (short documentation).

Additional Readings

	Title
1	Brynjolfsson, E., & McAfee, A. (2017). Machine, Platform, Crowd
2	McKinsey (latest edition). State of AI Report (executive summary)
3	Stanford AI Index (executive summary)
4	Tutorials on Napkin, Gamma.app, Canva/Tome for business presentations
5	Zapier / Make guides on connecting AI APIs to spreadsheets and workflows