

ARIZONA WESTERN COLLEGE
SYLLABUS

AIM 203 Artificial Intelligence for Business Solutions

Credit Hours: 3 Lec 2 Lab 2

PREREQUISITE: AIM-103

COURSE DESCRIPTION

Course explores the integration of Artificial Intelligence (AI) in modern business environment, focusing on practical applications and strategic benefits. Students will learn how to use AI tools and techniques to drive innovation, enhance decision-making and optimize operations. They will practice applying AI to various business functions, such as marketing, finance, operations and customer service, preparing them for careers as AI practitioners, consultants or business analysts.

1. COURSE GOAL

This course Explore the characteristics of an AI-powered firm, its impact on business and operating models, and the components and outputs of the AI factory. Describe the science behind generative AI, ways to incorporate it into your business processes, the collision between traditional and AI-powered companies, and that clash's impact on digital transformation This course explains how AI tools make data collection and analysis faster and more accurate, enabling entrepreneurs to identify market gaps and tailor their strategies

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

2.1 Demonstrate how to do Market research using AI tools

2. 2 Describe Competitive Analysis Using AI

2.3 Demonstrate how to outline steps such as market validation, prototyping, and personalization using AI

2.4 Demonstrate how AI-powered tools enhance email campaigns, content creation, and social media engagement.

2.5 Demonstrate how AI improves financial accuracy, streamlines operations, and supports data-informed decision-making.

3. METHODS OF INSTRUCTION

3.1 Lecture

3.2 Lab demonstrations

3.3 Problem-solving sessions

4. LEARNING ACTIVITIES

- 4.1 Lab exercises
- 4.2 Programing assignments
- 4.3 Group challenges

5. EVALUATION

- 5.1 Quizzes/Exams
- 5.2 Lab assignments
- 5.3 Final project

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 Classroom Assignments: Students are responsible for work missed and for completing all work before the next class meeting. Students are responsible for participating in all oral drills and for taking all exams.
- 6.3 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.4 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.5 Academic Integrity: Any student participating in acts of academic dishonesty including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.6 Textbooks and materials: Students are required to bring notebook or looseleaf book, pens, pencils, dictionaries, and purchase textbook required for class.
- 6.7 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for "No Show" reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.

For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):

- Submitting an academic assignment

- Taking an exam, an interactive tutorial or computer-assisted instruction
- Attending a study group that is assigned by the school
- Participating in an online discussion about academic matters
- Initiating contact with a faculty member to ask a question about the academic subject studied in the course