COURSE INFORMATION

Course title:	AI Commercialization
Course code:	BAIT515
Credits:	1.5
Session, Period:	2024W, Period 7
Class Location:	HA337
Section(s):	001
Class Times:	Mondays & Wednesdays: 2:00-4:00 pm
Course Duration:	Oct 28th - Dec 9th, 2024
Pre-requisites:	n/a
Co-requisites:	n/a
Course Package:	HBR Coursepack
Program:	FTMBA

INSTRUCTOR INFORMATION
Instructor: Clayton Weir

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Office location: Online
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COURSE DESCRIPTION
Artificial Intelligence (AI) is demonstrating itself to be a powerful tool within existing businesses and industries as well as a gateway allowing for the creation of as yet unimagined products and services.

This course is an introduction to fundamentals and tools required to understand the potential of AI within an existing business and nucleate and commercialize a new AI product or service. We take a targeted approach, introducing concepts and technologies to a level of detail that lets you, as future leaders in this space, build and work with a team to identify opportunity and design, deploy and scale AI systems.

During this course, in addition to gaining familiarity with key technologies, we cover the ethics and implications of AI, the regulatory and policy landscape, security and privacy, supporting cloud infrastructure as well as the talent acquisition and investment strategies. As global leaders in AI, where possible we root discussions in the BC and Canadian technology ecosystems.

The final group project is to propose a new, high impact AI project for an existing business.

COURSE FORMAT

This course is in person, with class time used for discussion, in-class exercises, cases, group work with some lecture and several guest speakers.

LEARNING OBJECTIVES

In the rapidly evolving landscape of artificial intelligence (AI), it is imperative for leaders, managers, and innovators to remain at the forefront of change. This course offers an integrative exploration of AI within the realms of strategy, marketing, and innovation/entrepreneurship.

Upon completion of this course, students will be equipped to:

- Articulate Fundamental AI Concepts: Grasp foundational concepts and pivotal technologies underpinning AI.
- Assess Strategic Implications: Analyze the transformative impact of AI on businesses and entire industries.
- Delineate AI Commercialization Roles: Identify and describe the essential roles in driving AI from conception to market.
- Scrutinize Ethical Dimensions: Critically assess the ethical, privacy, and security challenges intrinsic to AI deployment.
- Devise AI Product Strategies: Evaluate and strategize the commercialization and development pathways for emergent AI solutions.
- Prescribe AI Solutions: Recommend appropriate AI techniques and technologies tailored to specific business challenges.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

At UBC Sauder, we are committed to responsible business practices that can have transformative impacts on society. One of the ways we are reinforcing our commitment to responsible business is by showcasing relevant content in our courses via the lens of the United Nations Sustainable Development Goals. In this course, we will touch on topics that relate to the following goals:

ASSESSMENTS

Summary

Component Weight

Discussion Posts - **10%** -
Case Study Memos **40%** -
Interim Group Assignment **15%** -
Group Final Presentation **25%** -
Class Attendance & Participation **10%** -
Total **100%**

Details of Assessments

Discussion Posts (10%)

Required and recommended reading material will be provided on Canvas for each class. Students will be asked to make discussion posts either before a specific class session or afterwards as a reflection. Instructions will be provided on Canvas.

Case Memos (2@ 20%)

Students will be given 2 individual case memos. Details, including submission guidelines, will be posted on the course website. These assignments will be completed individually.

Group Assignment 1 (15%)

This will be a SWOT analysis of a specific Fortune 500 company, providing analysis of how their business will be affected by and can adapt as AI accelerates. Details, including submission guidelines, will be posted on the course website.

Group Final Presentation (25%)

Teams of 4 (A couple of teams of 5 for rounding) will develop a comprehensive AI strategy for a Fortune 500 company. This will result in a 20-minute live presentation during our allotted final exam slot.

LEARNING MATERIALS

All reading, cases, notes and any other material will be specified on the course webpage on Canvas. There will be a course pack for this course.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Class Attendance and Participation (10%)
Students will be expected to bring their experience and knowledge to share with the class, contributing to their classmates' learning. High-quality contributions are expected.

Attendance is mandatory for all lectures. If a student misses a class, the student is responsible for the materials covered. Contribution will be noted class by class.

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions
If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an Academic Concession Request & Declaration Form. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per UBC's policy on Academic Concession.

Other Course Policies and Resources
Students who are late to join the class will be required to do all missed assignments within one week of class signup.

iPeer will be used for peer evaluation of team deliverables. Students will evaluate and be evaluated by their team members anonymously. Downward grade adjustments will be applied to students who receive a score of 1 (Problematic) or 2 (insufficient) on any criterion by more than one team member. Final grades in this case will be computed as the team score, multiplied by the average peer score. For instance, if a student receives an average peer score of 78%, and that students team received a team score of 83%, then the student would receive a score of 78% x 82% = 64%.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL
Attendance
Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

COVID-19 Policies for Attendance & Academic Concessions:
If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an Academic Concession Request & Declaration Form.

If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's self-assessment tool, to help determine whether further assessment or testing for COVID-19 is recommended.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:
https://guides.library.ubc.ca/apacitationstyle

Course Policy on AI Use

Citations Required

Students who used Gen AI tools should be aware that these tools may plagiarize content and present it as original work. Students must be aware that they are accountable for any work they submit, and submitting plagiarized work generated by Gen AI tools would be considered an academic integrity violation by the student. Any information generated by Gen AI tools should be verified and referenced to the original source to confirm the authenticity and accuracy of the generated material.

Plagiarism

Submitting unedited and/or uncited Gen AI output as a student's original work will be considered plagiarism. Students are also expected to cite any Gen AI material in APA 7 citation style, including any citation guidelines provided by their instructor.

Appropriate Use of Gen AI

Below are some examples of appropriate use of Gen AI tools (when permitted by an instructor):
• Initial Research Using Gen AI tools as a research tool, in addition to a student's knowledge, critical thinking skills, and professional judgment.
• Idea Refinement Gen AI can assist with brainstorming, clarifying thoughts, and effectively structuring ideas. Students should never forget to evaluate, refine, and supplement outcomes with their own ideas, knowledge, and skills
• Summarizing Content Gen AI tools can assist when facing word limits in academic work, however, students should be aware that these tools may overlook critical information when attempting to summarize.
• Concept Clarification If students are struggling with a course concept, Gen AI tools may be able to explain concepts in simpler/different ways in order to increase student understanding.

It should be noted that these tools may lack expertise and accuracy and therefore this should only be considered a supplementary tool for students which does not supersede instructor and course materials.

• Spelling and Grammar Checking Gen AI tools can help to evaluate the spelling and grammar of student text and provide suggestions for improvements. However, we caution students against entering original text and asking Gen AI to re-write it on their behalf. Tools such as Grammarly can provide better support.

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at https://senate.ubc.ca/policies-resources-support-student-success.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and

respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xʷməθkʷəy̓əm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

Class	Date	TOPICS	Deliverables
Week 1	Oct 28	***Purpose and Introduction: What is AI?***	
	Oct 30	**History of AI**	
Week 2	Nov 4	***Strategy and Disruption with AI***	

	Nov 6	***Strategy and Disruption with AI***	**Case Memo #1 (Due at the start of Class)**
Week 3	Nov 13	**New Business Models With AI**	
(W&F this week)	Nov 15	***Applied Ethics of AI***	
Week 4	Nov 18	***Regulation of AI***	**Group Assignment #1 (Due at the start of Class)**
	Nov 20	**Commercial AI Infrastructure**	
Week 5	Nov 25	**Human Issues With AI**	**Case Memo #2 (Due at the start of Class)**
	Nov 27	**Reserve Lecture/Guests**	
Week 6	TBD		**Final Presentations**