

## COURSE INFORMATION

Course Title:	AI Commercialization	Credits: 1.5
Course code:	BAIT 515	Class location: HA435
Session, term, period:	2023W, P7	Class times: Mondays, 6:00-9:30 pm
Section(s):	001AAAAA	Pre-requisites: n/a
Course duration:	Oct 30th – Nov 27th, 2023	Corequisites: n/a
Program:	FTMBA	

## INSTRUCTOR INFORMATION

Instructor: Clayton Weir

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Office location: Online

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Office hours: By appointment

## 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 opportunities 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 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:

Sustainable Development Goal	Description of how and when the goal is covered in the course.
<p><b>Goal 8: Decent Work and Economic Growth</b></p>	<p>All of these SDG themes will be discussed regularly in the class, as the technology has the potential to make progress on these fronts but also to move us backwards if used responsibly. Week 3 of the class is specifically focused on the moral implications of AI.</p>
<p><b>Goal 9: Industry, Innovation and Infrastructure</b></p> 	
<p><b>Goal 10: Reduce Inequality</b></p> 	

## ASSESSMENTS

### *Summary*

#### **Component Weight**

Discussion Posts - 10%  
Case Study Memos 30% -  
Interim Group Assignment  
15% Group Final Presentation 35%  
Class 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 in advance of a specific class session or afterwards as a reflection. Instructions will be provided on canvas before class.

#### **Case Memos (2@ 15%)**

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 on 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 (35%)**

Teams of 4 (A couple 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, and 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 the learning of their classmates. 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 student's team received a team score of 83%, then the student would receive a score of  $78\% \times 82\% = 64\%$ .

## **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:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

### 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.

### **Generative AI Permitted Where Specified With Attribution**

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assessments or coursework, where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material as per the assessment guidelines. [Optional inclusion: At a minimum, this will include proper attribution, including in-text citations, quotations and references.

**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 xʷməθkʷəy̓ əm (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)

<b>Week 1</b>	October 30, 2023	<i>Purpose and Introduction: What is AI?, History of AI</i> <i>Prepared for discussion of reading material</i>
<b>Week 2</b>	November 6, 2023	<i>Strategy, Disruption &amp; Realizing New Business Ideas with AI</i> <b>Case Memo #1 (Due at the start of Class)</b>
<b>Week 3</b>	November 13, 2023	<i>Applied Ethics of AI</i> <b>Group Assignment #1 (Due at the start of Class)</b>
<b>Week 4</b>	November 20, 2023	<i>Commercial AI Infrastructure: Tools, Cloud and Compute</i> <b>Case Memo #2 (Due at the start of Class)</b>

<b>Week 5</b>	November 27, 2023	<i>Organizational Change Management, Talent: Building a Team</i>
<b>Exam Week</b>	TBD	Final Team Presentations