

MINOR

INNOVATION & DESIGN THINKING

Ai For Business

SPEAKERS:



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TEACHING OBJECTIVES:

The course aims to offer an introduction to the broad theme of Artificial Intelligence. An economic (decision-making and labour issues) and management (business strategy and organizational issues) perspective is adopted in order to learn how to master this innovative technology and to figure out how it will shape our future!

The participant will discover:

- the major areas of research in Artificial Intelligence and will gain insights on the way these technologies are changing and will transform our life. In the course several business cases will be illustrated.
- how to interpret from an economic and business perspective the impact and the opportunities of these technologies. A practical framework with specific tools to understand the phenomenon will be provided.
- how to build effective collective intelligent systems favouring an effective interaction between human and artificial intelligence.

PREREQUISITES:

This course does not require any prerequisites except a very good English proficiency.

COURSE SUMMARY:

The workshop will be divided into several phases alternating moments of short lectures, discussion of case studies and hands-on practice in teams; activities will be carried out in teams of 4-5 people, based on an identified challenge.

- **What is Intelligence?**
- **What is Artificial Intelligence?**
- **Types of AI**
 - o General introduction
 - o What are the main fields of research
- **An economic perspective**
 - o Cheap changes everything
 - o A.I. insights: the prediction paradigm
 - o The new division of labour
- **The business Strategy?**
 - o Notion of competitive advantage (source and scope) relative to A.I.
- **How to build effective Collective intelligence systems?**
 - o Is it better together? where and when.
 - o A.I. as a tool, assistant, peer or a manager.
 - o Centralized or distributed

PLAN / SUMMARY:

The course is delivered in a workshop format and consists of two intensive four-hour sessions, scheduled at least one week, and preferably two weeks, apart.

Each session combines and alternates theoretical input with hands-on activities. During the theoretical phases, the instructor introduces and discusses the main concepts and topics of the course using slides and other supporting materials. These phases are regularly followed by individual and group activities, allowing participants to immediately apply, test, and discuss the concepts and tools introduced.

A variety of teaching materials and formats are used throughout the workshop, including PowerPoint presentations, printed materials, videos, and practical exercises. The course follows an interactive and learning-by-doing approach, with participants actively encouraged to contribute, exchange ideas, work collaboratively, and engage throughout the sessions.

The time between the two sessions also provides participants with an opportunity to further develop and refine the work initiated during the first workshop session.

ASSESSMENT & GRADING:

Students will be assessed through two activities, one group-based and one individual. Each activity will be graded on a 0–10 scale, and the two scores will be added together to determine the final grade (maximum: 20 points).

1. **Group research activity** – 10 points

Students will work in groups on a research activity developed primarily during the two course sessions. Each group will select and analyse a real-world case, applying the concepts, methods, and tools introduced during the course.

The group will produce a concise 4-slide PowerPoint presentation summarising the research question, approach, analysis, and main findings. This presentation will constitute the main basis for the assessment of the group activity.

The work will be independently evaluated by a panel of three experts, each assigning a score from 0 to 10. The final group score will correspond to the average of the three evaluations.

2. **Individual assessment** – 10 points

Individual learning will be assessed through a 10-question multiple-choice quiz (MCQ) covering the main topics addressed during the course. Each question will offer four possible answers, with one correct answer only. Each correct answer will be worth one point, and no penalty will be applied for incorrect answers.

The final course grade will therefore be calculated as:

Group activity (0–10) + Individual MCQ (0–10) = Final grade (0–20).

BIBLIOGRAPHY:

Main references

- Iansiti, M. & Lakhani, K. R. (2020). *Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World*. Harvard Business Review Press.
- Agrawal, A., Gans, J. & Goldfarb, A. (2022). *Power and Prediction: The Disruptive Economics of Artificial Intelligence*. Harvard Business Review Press.
- Mollick, E. (2024). *Co-Intelligence: Living and Working with AI*. Portfolio/Penguin.

Selected articles and reports

- Iansiti, M. & Lakhani, K. R. (2020). "Competing in the Age of AI." *Harvard Business Review*, 98(1), 60–67.
- Brynjolfsson, E., Li, D. & Raymond, L. R. (2025). "Generative AI at Work." *Quarterly Journal of Economics*, 140(2), 889–942.
- Stanford Institute for Human-Centered Artificial Intelligence (2026). *AI Index Report 2026*, particularly the chapter "Economy".