BUSN656

Course Summary
Course: BUSN656 **Title:** Artificial Intelligence and Crisis Management
Length of Course: 8 **Faculty:**
Prerequisites: N/A **Credit Hours:** 3

Description

Course Description:

BUSN656, Artificial Intelligence and Crisis Management, covers several key concepts. This course is for non-technical professionals. Students will learn to identify potential internal and external crises and provide insight on how businesses can use AI to prepare to face crises and challenges. Students will develop an understanding of how AI technology improves the efficiency of the management process during a crisis response. Students will learn how the use of enhanced information sharing and multi-agent systems for real-time support and simulated environments assist in crisis management decision-making and planning. Through reviewing model case studies, students will also learn about the tools needed to conduct ethically sound crisis management practices.

Emphasis will be on fundamental concepts of using artificial intelligence tools for effective crisis managerial decision-making. Many business owners and managers feel that crisis types are limited to natural disasters, not realizing that there six other categories of crisis that can affect their organization. In this course, students will be required to apply their crisis management knowledge with the use of AI in developing a Management Plan for a real-world opportunity.

Course Scope:

BUSN656 covers the latest generation of artificial intelligence techniques. After an introduction of some basic concepts and techniques, the course

illustrates both the potential and current limitations of these techniques with examples from a variety of applications. Students will develop and understanding of the strengths and weaknesses of human decision-making and learning, specifically in combination with AI systems. Exercises will include application of basic AI techniques, as well as selection of appropriate technologies for a given problem and anticipation of design implications.

Objectives

After successfully completing this course, you will be able to:

CO-1. Learn analytical and practical foundations to anticipate potential crises and develop methods of avoiding or minimizing damage.
CO-2. Understand the impact of crises on the community, on the organization, and on its stakeholders.
CO-3. Identify problems where artificial intelligence techniques are applicable
CO-4. Apply selected basic AI techniques; judge applicability of more advanced techniques.
CO-5. Demonstrate methods of diagnosing and resolving crisis situations.
CO-6. Participate in the design of systems that act intelligently and learn from experience.

Outline

Week 1: Age of Crisis

Course Objectives:
CO-1. Learn analytical and practical foundations to anticipate potential crises and develop methods of avoiding or minimizing damage.
CO-2. Understand the impact of crises on the community, on the organization, and on its stakeholders.

Text Readings:
Sharma & Kharas Chapters 1-2

Deliverables:
Introduction Post, due day 7
Assignment 1, due day 7

Week 2: AI Trailblazers

Course Objectives:
CO-3. Identify problems where artificial intelligence techniques are applicable
CO-4. Apply selected basic AI techniques, judge applicability of more advanced techniques.

Text Readings:
Ward & Marr Part 1

Deliverables:
Discussion Post Week 2, due day 3
Assignment 2, due day 7.

Week 3: Crisis Management Playbook (CMP)

Course Objectives:
CO-1.Learn analytical and practical foundations to anticipate potential crises and develop methods of avoiding or minimizing damage.
CO-5. Demonstrate methods of diagnosing and resolving crisis situations.

Text Readings:
Sharma & Kharas Chapter 3

Deliverables:
Discussion Post Week 3, due day 3

Week 4: AI in Retail

Course Objectives:
CO-3. Identify problems where artificial intelligence techniques are applicable
CO-4. Apply selected basic AI techniques; judge applicability of more advanced techniques.

Text Readings:
Ward & Marr Part 2

Deliverables:
Discussion Post Week 4, due day 3

Week 5: Social Media and Securing Your Data

Course Objectives:
CO-1.Learn analytical and practical foundations to anticipate potential crises and develop methods of avoiding or minimizing damage.
CO-2. Understand the impact of crises on the community, on the organization, and on its stakeholders.
CO-3. Identify problems where artificial intelligence techniques are applicable

Text Readings:
Sharma & Kharas Chapters 4 & 5

Deliverables:
Discussion Post Week 5, due day 3

Week 6: AI in Media and Entertainment

Course Objectives:
CO-3. Identify problems where artificial intelligence techniques are applicable
CO-4. Apply selected basic AI techniques; judge applicability of more advanced techniques.

Text Readings:
Ward & Marr Part 3

Deliverables:
Discussion Post Week 6, due day 3
Assignment 6, due day 7

Week 7: Storycrafting

Course Objectives:
CO-2. Understand the impact of crises on the community, on the organization, and on its stakeholders.

Text Readings:
Sharma & Kharas Chapter 7

Week 8: AI and Crisis Management

Course Objectives:
CO-1. Learn analytical and practical foundations to anticipate potential crises and develop methods of avoiding or minimizing damage.
CO-2. Understand the impact of crises on the community, on the organization, and on its stakeholders.
CO-6. Participate in the design of systems that act intelligently and learn from experience.

Text Readings:
Ward & Marr Part 1-6
Sharma & Kharas Chapters 7 & 8

Deliverables:
Discussion Post Week 8, due day 3
Final Project, due day 7.

Evaluation
Grading:

Discussions 30%
   Week 1: Age of Crisis 3.75 %
   Week 2: AI Trailblazers 3.75 %
   Week 3: Crisis Management Playbook (CMP) 3.75 %
   Week 4: AI in Retail 3.75%
   Week 5: Social Media and Securing Your Data 3.75 %
   Week 6: AI in Media and Entertainment 3.75 %
   Week 7: Storycrafting 3.75 %
   Week 8: AI and Crisis Management 3.75 %
Homework Assignments 40%
   Assignment Week 1 10%
   Assignment Week 2 10%
   Assignment Week 4 10%
   Assignment Week 6 10%
Final Project 30%

Materials

Various resources from Trefry Library and/or the Open Web are used. Links are provided inside the
classroom.
• Please see additional information about accessing e-books in the Course Materials section under Lessons and here
http://apus.libanswers.com/coursematerials/faq/2225
• Case studies, journal articles, and selected readings.
• Online Research Library

Course Guidelines

Citation and Reference Style
Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business. Please note that no formal citation style is required on discussion assignments in the School of Business—only attribution of sources (please see details regarding discussion communication below).

Tutoring
Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a Skill Center Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments
Student Deadlines

Turnitin
Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically

processed through the assignments area of the course when you submit your work.

Academic Dishonesty

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such webservices is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

Some assignments may have very specific requirements for formatting (such as font, margins, etc.) and submission file type (such as .docx, .pdf, etc.). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified. It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.
- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the Student Handbook, and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- Tips on Using the Office 365 Email Tool

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

University Policies
Consult the Student Handbook for processes and policies at APUS. Notable policies:

- Drop/Withdrawal Policy
- Extension Requests
- Academic Probation
- Appeals
- Academic Dishonesty / Plagiarism
- Disability Accommodations
- Student Deadlines
- Video Conference Policy

Mission
The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for undergraduate and graduate courses.

- Although students are encouraged to use the <u>Pulse mobile app</u> with any course, please note that not all course work can be completed via a mobile device.

Disclaimers
- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.