

# 3. AI Application in Management

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**Dates:** Aug. 2 - 24, 2021

**Credits:** 3

**Language:** English

**Delivery:** Blended online – synchronous and asynchronous

**Total Hours:** 58

**Tuition Fees:** USD 300 (Online)

**\*Tuition waiver for AU partner universities**

Artificial intelligence (AI) that can learn, reason, plan, perceive, or process natural language will take advantage of business risk management and raise up to predicting behavior reaction accurately. Applications based on AI are already visible in business administration management, finance, information accounting, leisure and recreations. This program is a customized summer program designed in particular for students of overseas partner universities. The program is very helpful to students who are eager to develop knowledge and skills of AI application in management.

## About the Program

AI application in management can enhance various facets of effectively managing a business. The program can provide you with a variety of professional courses. You will learn, for example, AI modeling and simulation techniques with R language and Python, classification, survival prediction, number recognition, big data analysis, credit and lending, payments, investment analytics. After completing this program, you'll gain tools in improving from customer services to finding business patterns, effective data management, analytics, decision-making effectiveness, cross cultural awareness and develop the ability to reach beyond the organization for insights.

## The Program Features

AI application in management will likely begin to play a more significant role in the way that companies operate as the software continues to advance and moves towards the forefront of the industry. AI application in management can work more efficiently through these features and complete them more quickly and effectively. This is achieved by analyzing big data to obtain a better understanding of their behaviors and preferences. For example, trading investors currently see new financial service using different types of AI application for lender and borrower through fintech on websites. These have become enormously helpful as they can lead traders to the correct credit and lending markets. With our teachers' engaging and inspiring instruction, students can benefit from these teachings. Through a series of training lessons, your AI knowledge and skills in management will enable you to use big data and then to do decision analysis through real-time and up-to-date data gathering, forecasting, and trend.



## Curriculum for AI Application in Management

Course Title	Hours	Module Components
Opening Ceremony & Introduction to the Course	4	Tutorials
Taiwan's Night Market Economic Culture	4	Tutorials
Artificial Intelligence and Machine Learning	4	Lecture
R Language and Python	4	Lecture
Web Crawler and Social Media Analysis	4	Lecture
Finance in Artificial Intelligence	4	Lecture
Payments, Credit and Lending with Fintech	4	Lecture
Challenger Bank, Interest Rate Management	4	Lecture
Classification, Survival Prediction, Recognition	4	Lecture
Block Chain and Cryptocurrency	4	Lecture
Investment Analytics and Technology Application	4	Lecture
Big Data Analysis and Visualization	4	Lecture
Presentation	6	Lecture
Assessment and Closing Ceremony	4	Lecture
<b>Total</b>	<b>58</b>	

Module Components	Contact hours per weeks	Remark
Lecture	13	
Tutorials	1	
Practicals/Lab	-	

Assignment Method	Percentage (in %)	Remark
Exam	20	
Assignments and Quiz	20	
Presentation	20	
Others	40	Participation

**\*\*For AI Application in Management program, please visit the College webpage at**

<https://cm3.asia.edu.tw/bin/home.php?Lang=EN>

**\*\*For all AU Summer Programs, please visit the International College webpage at**

<https://ci.asia.edu.tw/files/11-1014-6758.php?Lang=en>

