



Course Syllabus Cover Page — Fall 2025

Course Number: BA 2340

Course Title: AI Literacy

Credit(s): 3

Prerequisite(s): None.

Course Description:

This course provides an understanding of the fundamental technical concepts of AI, applying critical thinking and problem-solving skills, and navigating this new AI-driven world ethically and responsibly. This is an initial course in the AI and Business Innovation Leadership Undergraduate Certificate. The undergraduate certificate is designed to meet the growing demand for professionals skilled in applying AI in business contexts.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Explain core concepts and terminology related to artificial intelligence, including how AI systems are developed and used.
2. Describe the technical foundations of AI, including data, algorithms, machine learning, and model bias.
3. Analyze the ethical, legal, and societal implications of AI, with a focus on fairness, transparency, and accountability.
4. Evaluate real-world applications of AI across different industries and assess their impact on individuals and society.
5. Demonstrate responsible use of AI tools in academic, professional, and personal contexts.