

## MBS Summer School 2026, Module 2:

### Artificial Intelligence in Business - From first principles to pitch-ready AI strategies

#### Content:

Part 1 – Fundamentals and Current Trends of AI

- Introduction to the fundamental ideas of AI
- Disruptions that AI brings to different industries
- The different types of machine learning as foundational concepts of AI
- Sources of data for machine learning within and outside of organizations
- Tools and Techniques for applying AI in business contexts
- Possibilities and pitfalls when applying AI in functional areas to solve business problems
- The societal, ethical, and legal implications of applying AI in business

Part 2 – Application

- Examination of a real-world business problem
- Investigation of the possible ways and types of AI to apply for solving the business problem
- Development of AI use cases and a detailed AI solution to the business problem in a team

Part 3 – Pitch Mastery

- The Art of Pitching Masterclass
- Guided practice sessions with pitch training and peer feedback

#### Learning outcomes:

*Artificial intelligence (AI) remains the most transformative digital technology of our time. Recent advances, especially in generative models and large language models (LLMs), are reshaping competitive dynamics across industries. Future managers therefore need to master the fundamentals of AI and the art of communicating AI-driven solutions to decision-makers. This module couples a deep dive into AI strategy with intensive pitch training so that students can both design and convincingly present value-creating AI initiatives.*

*At the end of this module students will have basic knowledge of the foundations of AI and its strategic implications for businesses. They understand the different types of machine learning as fundamental concepts of AI (e.g., deep learning, neural networks). They are able to develop strategies to leverage AI for value creation in business settings and apply related tools and techniques. Students are aware of the limitations, pitfalls and potential countermeasures when using AI. They are also able to discuss the societal, ethical, and legal implications of using AI in business. Furthermore, they can craft and deliver a compelling pitch that persuades executive stakeholders of the proposed AI strategy.*

*In this course, students will be grouped into heterogeneous teams of 3-6 students by the chair. Within these teams, they will learn to develop their own strategy to solve a real-world business problem leveraging AI. The final outcomes will compete against the other's teams solutions in a pitch to the stakeholders of the problem.*

<b>Prerequisites:</b>	A basic understanding of organizational processes and information systems in firms.
<b>Contact hours:</b>	30
<b>ECTS:</b>	3
<b>Form of assessment:</b>	Presentation of AI strategy and implementation plan (100 %)
<b>Duration of module:</b>	July 06-10, 2026
<b>Lecturer:</b>	Prof. Dr. Dennis Steininger, Giuliano Ciavarrella, M.Sc., Lena Erber, M.Sc.
<b>Language:</b>	English
<b>Range of application:</b>	Graduate and advanced undergraduate students