

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2026-2027
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	<i>Business and Services</i>
2. Department	<i>International Business Management</i>
3. Course name	Management in the Age of AI
4. Code	31048
5. Type of education	<input checked="" type="checkbox"/> <i>Bachelor</i>
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> <i>Validation of the modules in semesters 1 and 2</i> <input checked="" type="checkbox"/> <i>Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students</i> <input type="checkbox"/>
8. Teaching language	<input checked="" type="checkbox"/> <i>English</i>
9. Objectives	<p><i>This course introduces how Artificial Intelligence (AI) is transforming management and the broader business environment. It focuses on what managers need to understand to make informed decisions about adopting and using AI in organizations.</i></p> <p>Learning Objectives</p> <p><i>Upon successful completion of the course, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>Explain why AI matters for managers and how it can change decision-making in organizations.</i> • <i>Describe common AI applications across key business functions and identify typical trade-offs.</i> • <i>Compare how AI use differs across industries and why context matters.</i> • <i>Identify major ethical, regulatory, and governance issues related to AI adoption.</i> • <i>Discuss the broader implications of AI for organizational change and business responsibilities.</i>

<p>10. Contents (General themes and descriptions, the accurate content may change)</p>	<p>Through a mix of theory, case studies, and hands-on activities, students will explore the following themes:</p> <ol style="list-style-type: none"> 1. AI as a managerial context Overview of AI in business, including its role in decision-making, key opportunities and risks, and the evolving governance and regulatory environment. 2. AI across business functions Managerial applications of AI in core functions such as marketing, human resources, operations, innovation, and finance, with attention to performance improvement and managerial trade-offs. 3. AI across industries How AI adoption differs across major sectors, highlighting sector-specific dynamics and structural constraints. 4. Strategic and societal implications Organizational change, competitive positioning, accountability, and broader sustainability questions raised by AI in business.
<p>11. Evaluation</p>	<p>The grading of the module shall be based on: 30% Quizzes and class contribution; 30% Group work; 40% Final exam</p>
<p>12. Remediation/repetition</p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. <input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Mr. Jung Park Mr. Jean-Gabriel Piquet</p>
<p>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</p>	
<p>14. Level</p>	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
<p>15. Characteristics</p>	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>
<p>16. Type</p>	<p><input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:</p>
<p>17. Time organization</p>	<p><input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other</p>