



ARTIFICIAL INTELLIGENCE LITERACY AND APPLICATIONS IN BUSINESS AND MANAGEMENT

Empowering Future Business Leaders with AI Knowledge, Skills and Vision



AI LITERACY
Understand AI concepts and technologies



BUSINESS APPLICATIONS
Explore AI use across key business disciplines



PRACTICAL EXPERIENCE
Work on real-life cases and hands-on projects



FUTURE VISION
Discover emerging AI trends and their transformative impact



PHYSICAL ACTIVITY
DECEMBER 2026



VIRTUAL COMPONENT
NOVEMBER 2026



VENUE
İstanbul, Türkiye



ECTS
5



EMPOWERING FUTURE BUSINESS LEADERS WITH AI KNOWLEDGE, SKILLS AND VISION



OBJECTIVES

To equip students with the knowledge and practical competencies to use AI tools effectively in business and management education. The programme introduces fundamental AI principles and explores applications in marketing, finance, human resources, operations, and entrepreneurship. Students will develop AI literacy, critically evaluate opportunities and limitations, and gain a forward-looking perspective on emerging AI technologies.



LEARNING OUTCOMES

At the end of the programme, students will be able to:

- 1 Explain the fundamental concepts, principles, and capabilities of AI and AI-supported systems.
- 2 Demonstrate AI literacy by using appropriate AI tools effectively, critically, and responsibly.
- 3 Analyse the potential applications of AI across major business disciplines.
- 4 Evaluate the opportunities, limitations, ethical considerations, and risks of AI in business.
- 5 Apply AI tools to solve practical business problems through case analyses and projects.
- 6 Develop a future-oriented perspective on emerging AI technologies and their impact on business.



SYLLABUS OVERVIEW

1

ORIENTATION & INTRODUCTION TO AI



- Team building
- What is AI?
- Key concepts and applications

2

LLM AND BUSINESS



- How Large Language Models work
- AI literacy in higher education

3

AI IN BUSINESS MANAGEMENT



- Management & Strategy
- Marketing & Sales
- Human Resources
- Financial Management

4

APPLIED ARTIFICIAL INTELLIGENCE



- Turning real-life situations into problems
- Prompt architecture & calibration
- Custom GPTs for industry solutions
- Validation, comparison & reporting

5

FINAL PROJECT



- End-of-term cases & sample reports
- Final presentations & grading



INTERACTIVE LEARNING
Lectures, workshops, case studies and group activities



COLLABORATIVE PROJECTS
Work in international teams on real-world business challenges



INTERNATIONAL EXPERIENCE
Connect, exchange ideas and build global networks



RESPONSIBLE AI
Ethical use, critical thinking and social impact



Let's shape the future of business with **AI**.



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