MBS Summer School 2027 | Module 2
Artificial Intelligence in Business: From Core Concepts to Business Impact

Content:

Artificial intelligence is transforming how businesses operate, compete, and create value. This course combines a solid understanding of AI foundations with a practical, business-oriented perspective on its application. Participants will learn to navigate the rapidly evolving AI landscape, distinguish meaningful innovations from hype, and evaluate the potential of different AI technologies and tools. Through relevant business use cases, they will explore how AI can address real business challenges, improve processes, support better decisions, and unlock new opportunities for value creation. The course equips participants with the ability to identify promising applications and make informed decisions about where and how AI can create meaningful business impact. The module will conclude with group-based case work, in which participants solve real-world AI-related business challenges and present their proposed solutions.

Learning outcomes:

By the end of this module, participants will be able to:

- Explain the foundations of AI and understand key concepts, technologies, and their relevance in a business context.
- Differentiate between AI technologies, tools, and applications and critically assess their capabilities, limitations, and potential.
- Identify and evaluate business use cases where AI can improve processes, increase productivity, support decision-making, or create new business opportunities.
- Assess the business value of AI applications by considering their potential benefits, limitations, and practical feasibility.
- Make informed decisions about AI adoption and identify opportunities to apply AI effectively to real-world business challenges.
- Develop AI strategies that generate measurable business impact and sustainable competitive advantage.

Prerequisites:	A basic understanding of business foundations is helpful
Contact hours:	30
ECTS:	3
Form of assessment:	Group Presentation and Mandatory Attendance
Duration of module:	05 – 09 July, 2027
Lecturer(s):	Prof. Dr. Florian Stahl, Emanuele Natale MSc.
Language:	English
Range of application:	Graduate and advanced undergraduate students