Syllabus – Elective Course

Course title:

AI-Powered Entrepreneurship: From Idea to Startup

Credits:

6 ECTS credits

Teaching language:

English

Target students:

This course is designed for academically motivated individuals seeking a deep understanding of AI and entrepreneurship.

Teacher in charge of the course:

Lucas Ernesto Wall, Clinical Associate Professor. Busch School of Business. The Catholic University of America.

COURSE PRESENTATION

Prerequisite:

To take this course, the students should have a good university level and typically complete at least one semester at university. They must be able to work as a group and communicate easily in English at a standard university level. In other respects, the course is intended to serve a mix of profiles and learning backgrounds for a more diverse international learning experience.

Content:

This course will provide students with an overview of relevant topics and exercises, including: ● Introduction to Machine Learning and AI ● Introduction to AI in Entrepreneurship ● Ideation and AI-Driven Innovation ● AI-Assisted Business Planning ● Ethical and Legal Considerations in AI Entrepreneurship ● AI-driven entrepreneurship in Lille ● AI-Induced Market Disruption ● Launching and Marketing AI-driven startups in Lille ● Reflection and Future Direction of AI and its Impact in Lille and Europe

Learning Outcomes:

At the end of the course, the students should be able to: ● Understand how AI works

- Understand AI's role in entrepreneurship
- Generate AI-enhanced business ideas
- Develop AI-infused business plans
- Discover how local companies are using AI in Lille
- Adhere to ethical and legal standards in AI entrepreneurship
- Learn about European regulations, existing and proposed, around AI
- Prepare for AI-induced market disruption
- Execute AI-powered launch and marketing
- Analyze AI entrepreneurship case studies
- Collaborate on group projects

Connection to Lille and Europe:

Students will discover startups and established companies in Lille and Europe that are currently using or interested in adopting AI.

Students will discover local companies, reach out to them, visit and interview someone using AI in the company, and use the learnings to enrich their participation in the course.

Students will gain an understanding of current and proposed regulations in Europe around AI.

WORKLOAD

French contact hours = 60 minutes (in some countries/institutions, one contact hour = 45-50 minutes)

Form	Number of hours	Comments
Face-to-face, in-class, on-site learning.	**39 hours**	13 sessions of 3 hours
Out-site training, field trip.	2 hours	Visit a local company using AI in its operations.
Approximate personal work/homework.	15 hours	
Student total workload.	56 hours	

EDUCATIONAL METHODS

Lectures, discussions, presentations, sharing of experiences, group work, guided visits, on-site education.

RESOURCES

Course materials will be supplied in class. Students will be required to read parts of the following book.

- Your Bright Future With AI: How to Make Artificial Intelligence Work for You Now. by Lucas Ernesto Wall (Author), Al Bagdonas (Editor) - https://www.amazon.com/dp/B0BYKWHRWT

ASSESSMENT

Form	Number	Comments
Continuous assessment (50%)	2	Presentations, Group Exercises.
Student participation (50%)	1	Attendance, Participation, and in-class contributions.

This syllabus is based on information available at the time of publication (January 2024). Changes may occur.

For updated information about course content, please contact us: lilleprograms@univ-catholille.fr