LINCOLN UNIVERSITY

BA 356 – Introduction to AI for Business Leaders

COURSE SYLLABUS

Fall 2026

Instructor:	Prof. Alexey Goder
Lecture Schedule:	Wednesday, 12:30 PM – 3:15 PM
Zoom Link:	Will be provided
Credits:	3 units (45 self-paced or lecture hours)
Level:	Mastery 2 (M2)
Contact Information:	e-mail: agoder@lincolnuca.edu
Textbooks:	1. Stuart J. Russell & Peter Norvig, Artificial Intelligence: A Modern Approach, 4th Ed. 2. Qinghua Lu et al., Responsible AI: Best Practices for Creating Trustworthy AI Systems
Last Revision:	August 2026

CATALOG DESCRIPTION

This course provides students with foundations of AI, covering its history, core concepts, and diverse business applications. It overviews key AI techniques such as machine learning, natural language processing, large language models, and their strategic impact on business operations. The course equips students with the strategic knowledge of how AI technologies drive digital applications for data based business strategies and leadership to manage AI innovations.

COURSE DESCRIPTION

This course provides business leaders with a comprehensive introduction to Artificial Intelligence (AI) technologies, operational methodologies, and strategic implementation frameworks. Topics cover core concepts including Intelligent Agents, Search Algorithms, Machine Learning, Deep Learning, Natural Language Processing (NLP), and Responsible AI practices. Emphasis is placed on evaluating AI applications, managing risk, and driving business value through practical leadership decision-making. (3 units). Prerequisites: None.

COURSE OBJECTIVES

- To introduce students to fundamental AI concepts, technologies, and historical context.
- To explore technical pillars of AI including machine learning, deep learning, search algorithms, and NLP from an executive decision-making perspective.

- To equip leaders with frameworks for evaluating AI ethics, safety, governance, and responsible implementation patterns.
- To enable students to design, propose, and justify business-driven AI solutions and analyze their ROI, implementation feasibility, and operational impact.

COURSE LEARNING OUTCOMES

#	Course LO	Program LO	Institutional LO	Assessment
1	Develop and exhibit applied and theoretical knowledge in AI technologies, algorithms, and responsible management concept for implementation frameworks.	PLO 1	ILO 1b, ILO 2b	Quizzes, Class activities
2	Analyze AI models, machine learning algorithms, and system architectures for business applicability.	PLO 2	ILO 2b, ILO 4b	Quizzes, Course Project
3	Communicate strategy, technical workflows, and business value propositions of modern AI implementations.	PLO 3	ILO 2b, ILO 7b	Course Project & Presentation
4	Demonstrate autonomy, ethics, and responsibility in managing risk, privacy, and governance in enterprise AI systems.	PLO 4	ILO 4b, ILO 5b, ILO 6b	Quizzes, Course Project

PROCEDURES AND METHODOLOGY

This is a self-paced or in-class instruction course. The lecture or self-paced methods are used in combination with hands-on case studies, technical reviews, and strategic business planning. Learning by doing is emphasized through weekly reading assignments, analytical quizzes, and a comprehensive applied term project. Detailed guides to business resources of the library as well as the description of Lincoln University approach to information literacy are available at the LU Library website (lincolnuca.libguides.com).

REQUIREMENTS

Continuous assessment is emphasized. Students must complete all reading assignments, actively participate in discussions, complete all quizzes, and submit/present the final Course Project on assigned dates.

ATTENDANCE

Students are expected to attend each class session or complete the course as self-paced communicating via emails. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

QUIZZES & COURSE PROJECT

Quizzes: Periodic quizzes will be administered during the course to assess understanding of core theoretical concepts, readings, algorithms, and responsible AI patterns from Book 1 and Book 2.

Course Project: Students will complete an executive-level term project. Working as business leaders, students will create and pitch a comprehensive business plan/deck covering problem statements, AI opportunity analysis, non-technical solution design, data requirements, implementation roadmaps, ROI, and ethical risk considerations.

GRADING AND SCORING

All activities will be graded according to the points and weighting shown below.

Grade Scale

A	A-	B+	B	B-	C+	C	C-	D+	F
94-100	90-93	87-89	84-86	80-83	77-79	74-76	67-73	60-66	0-59

Grade Weighting Breakdown

Activity	Timing	Percent
Attendance & Class Participation	During the course	10%
Quizzes	Periodic during the course	40%
Course Project & Presentation	End of semester	50%

COURSE SCHEDULE

Week	Topic	Assigned Readings & Material
Week 1	Review AI Definitions	Book 2: Intro Quote & Ch. 1 ('What is AI?') Book 1: Ch. 1 (Sections 1.1–1.2)

Week 2	The Concept of Artificial Intelligence	Book 1: Ch. 1 (Sections 1.3 History, 1.4 State of the Art, 1.5 Risks/Benefits, Summary)
Week 3	The Concept of Agents in AI	Book 1: Ch. 2 Intelligent Agents
Week 4	Search Algorithms	Book 1: Ch. 3 (Intro p. 63, 3.1 Problem-Solving, 3.2 Example Problems, 3.3.4 Performance, Summary)
Week 5	Machine Learning Concepts and Algorithms	Book 1: Ch. 19 (Intro p. 651, 19.1 Forms, 19.2 Supervised, 19.3 Decision Trees, 19.6.1–19.6.2 Linear Regression & Gradient Descent, 19.9)
Week 6	Deep Learning Concepts	Book 1: Ch. 21 (Intro p. 750, 21.1 Feedforward Networks, 21.2 Computation Graphs, 21.4 Learning Algorithms, 21.5 Generalization, Summary)
Week 7	Natural Language Processing (NLP)	Book 1: Ch. 23 (Intro p. 822, 23.1 Language Models, 23.2 Grammar, 23.5 Complications, 23.6 NLP Tasks, Summary)
Week 8	Philosophy, Ethics, and Safety of AI	Book 1: Ch. 27 Philosophy, Ethics, and Safety of AI
Week 9	Responsible AI Concept and Solutions	Book 2: Ch. 1 Introduction, Ch. 3 Pattern Catalogue, Ch. 8 Principle-Specific Techniques, Ch. 11 Diversity & Inclusion
Week 10	AI Operations Details and Case Studies	Book 2: Ch. 2 Operationalizing Responsible AI (Robbie the Robot), Ch. 6 Product Patterns, Ch. 10 Reejig Case Study
Week 11	Course Project Workshop & Mentorship	Project Consultation: Business Problem, AI Matching, Data Requirements, and Architecture
Week 12	Project Execution: ROI & Risk Governance	Project Consultation: Financial Justification, Privacy, Transparency & Executive Pitching

Week 13	Course Project Presentations (Part 1)	Student Presentations & Pitch Decks
Week 14	Course Project Presentations (Part 2)	Student Presentations & Pitch Decks
Week 15	Final Review & Closing Remarks	Course Final Grades and Closing Remarks

CHEATING AND PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit. Acts of cheating include, but are not limited to the following: plagiarism; copying or attempting to copy from others during an examination or on an assignment; communicating test information and/or solutions with another person during an examination; allowing others to do an assignment or portion of an assignment; using a commercial term paper service. Penalties for cheating and plagiarism range from 0 or F on an assignment, through an F for the course, to expulsion from the university. Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Dean of Students, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action.

LETTERS OF RECOMMENDATION

Letters of recommendation will be provided upon request to students who have completed all course requirements and received grade “A” for the course.

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it - and what others get out of it.
- Submit deliverables and quizzes on time.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions in person or via email - do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.