

# Summer School Lisbon Syllabus

**Subject:**

## **INNOVATION STRATEGY WITH ARTIFICIAL INTELLIGENCE**

**Lecturers:**

**Professor Nuno Santos**

Prof. Nuno Santos is an Invited Assistant Professor at Iscte Business School, with teaching and supervision focused on Business Analytics and data-driven decision-making. His academic work spans predictive analytics and applied quantitative methods, with extensive supervision of master's dissertations across topics such as churn prediction, machine learning applications, and analytics in marketing and management contexts. His professional experience includes senior positions in GFK, managing media partnerships.

**Structure:** 6 ECTS / 2 weeks

**Course Structure:**

<b>Course Title:</b> <b>INNOVATION STRATEGY WITH ARTIFICIAL INTELLIGENCE</b>
<b>Department:</b> Department of Marketing, Operations and Management
<b>Target:</b> Bachelor or Master students

<b>Pre-requisites:</b> None
<b>Objectives:</b> <p>This course aims to provide students with a comprehensive understanding of the transformative impact of Artificial Intelligence (AI) on business innovation processes, equipping them with the tools and knowledge needed to lead innovative initiatives in organizations that seek to compete in a highly technological and dynamic environment.</p> <p>At the end of the course, students will be able to:</p> <ul style="list-style-type: none"><li>• Understand the fundamental concepts of AI in the context of innovation</li><li>• Identify opportunities for applying AI to generate a competitive advantage</li><li>• Understand innovation processes supported by AI tools</li></ul>

- Understand the ethical and practical challenges of AI in innovation.

**Assessment:**

The evaluation system is computed as follows:

- Examinations (50%)
- Group Paper & Presentation (35%)
- Individual and group exercises presented in class (15%)

**Teaching Method:**

A combination of exercises, case discussions, and lectures will be used to teach students how to innovate with AI. Design thinking techniques will be applied, and in the end students will be asked to develop and present an MVP (Minimum Viable Product) using AI tools.

**Bibliography:**

- Priyadarshini, R., Mehra, R. M., Sehgal, A., & Singh, P. J. (Eds.). (2022). Artificial intelligence: applications and innovations. CRC Press.
- Dunne, D. (2021). Design Thinking at Work: How Innovative Organizations are Embracing Design. United Kingdom: University of Toronto Press.
- Russell, S., & Norvig, P. (2021). Artificial Intelligence: A Modern Approach (4<sup>a</sup> edição). Pearson. Shneiderman, B. (2022). Human-Centered AI. Oxford University Press.