Introduction to AI - IS115

Section: IS115 001261S Main Campus
Credit Hours: 3.00
Course Description: This course introduces students to the concepts, tools, and strategic applications of artificial intelligence (AI) in business and organizational settings. Students explore foundational AI principles including machine learning, neural networks, natural language processing, predictive analytics, computer vision, and automation. Emphasis is placed on identifying business problems suitable for AI solutions, evaluating model performance and limitations, and developing AI strategies that align with organizational goals. Students analyze real-world case studies and complete applied projects that design, test, and evaluate AI-driven solutions in areas such as marketing, operations, finance, cybersecurity, and customer engagement. Ethical considerations, including bias, transparency, privacy, and governance, are examined throughout the course. Students communicate AI insights and recommendations effectively to both technical and non-technical stakeholders.
WHEN Start Date: 08/19/2026 End Date: 12/11/2026
Days:
MWF
12:40 PM - 1:40 PM
Campus: Main Campus
Building: Shears Technology Center
Room: STC118

INSTRUCTOR
HEATH HENSLEY
BOOKS
Title: (CU) INTRODUCTION TO ARTIFICIAL INTELLIG 1ST Edition
Author: HOISINGTON & CIAMPA
Required: Yes