UNIVERSITY OF BORÅS

Artificial Intelligence in entrepreneurship
Artificiell Intelligens i entreprenörskap
7.5 credits

Ladok Code: A1AR1C
Version: 1.0
Established by: Committee for Education in Business and Working Life 2025-12-17
Valid from: Autumn 2026

Education Cycle: First cycle
Main Field of Study (Progressive Specialisation): The course does not have a main area (GXX)
Disciplinary Domain: Social sciences
Prerequisites: 60 credits in one of the areas of economics, technology or design.
Subject Area: Business Administration
Grading Scale: Seven-degree grading scale (A-F)

Content

The course deals with how artificial intelligence (AI) transforms entrepreneurship and start-ups. It provides knowledge of fundamental AI concepts and their practical applications throughout the entrepreneurial process – from opportunity identification and business model development to product and service development, product design, marketing, and growth strategies. Ethical aspects, societal impacts, as well as responsible innovation and sustainable AI use are integrated throughout the course.

The course comprises three modules and workshops where theory is translated into the practical development of AI-powered business plans, from ideas to prototypes and business strategies. Module 1 introduces the role of AI in business development and provides an overview of the technology's impact on entrepreneurial ecosystems. It covers basic concepts, data-driven systems, generative AI and big data, as well as strategic approaches, opportunities, risks and ethical considerations. Module 2 focuses on AI in product and service development. It deals with how AI enables user-centered innovation, rapid prototyping, personalisation, creative problem solving, and optimises market adaptation, supply chains, and decision support. Module 3 covers AI-based marketing, including predictive analytics, customer segmentation, personalised experiences, and eye tracking experiment. It also addresses issues of privacy and data protection as well as the responsible use of AI.

Learning Outcomes

After completing the course, the student will be able to:

Knowledge and understanding
1.1 Explain basic AI theories and concepts and their relationship to entrepreneurship theory ,
1.2 describe how AI applications can support and improve different stages of business development,
1.3 identify and discuss current and emerging aspects of responsible and ethical use of AI in business, and society.

Competence and skills
2.1 Use AI tools to analyse real-world challenges at different stages of business development,
2.2 conduct structured, AI-assisted evaluations of business plans,
2.3 assess the practical usefulness and potential impact of AI tools within a specific business context or industry.

Judgement and approach
3.1 Evaluate strengths and limitations in an AI-powered business plan,
3.2 analyse the impact of AI integration on business processes, taking into account risks, ethics, and operational consequences,
3.3 critically assess insights and recommendations generated by AIsystem.

Forms of Teaching

Lectures, seminars and supervision.

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Individual written assignment: Module 1
Learning outcomes: 1.1 – 3.3
Credits: 1
Gradingscale: Fail (U) or Pass (G)

individual written assignment: Module 2
Learning outcomes: 1.1 – 3.3
Credits: 1
Gradingscale: Fail (U) or Pass (G)

Individual written assignment: Module 3
Learning outcomes: 1.1 – 3.3
Credits: 1
Gradingscale: Fail (U) or Pass (G)

Group assignment: logbook and oral presentation
Learning outcomes: 1.1-3.3
Credits: 1.5
Gradingscale: Fail (U) or Pass (G)

Individual written assignment: reflective essay
Learning outcomes: 1.1 – 3.3
Credits: 3
Gradingscale: Seven-degree grading scale (A-F)

To pass the entire course, a passing grade is required on all of the course's degree components, i.e. a passing grade on Individual written assignment: Module 1 -3 and the group assignment and a grade of grade (A-E) on the Individual written assignment: reflective academic paper. The grade for the entire course is determined by the grade for Individual written assignment: reflective academic paper.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Module-related articles are provided by course coordinator.
Additional literature and teaching materials are provided via the learning platform (max 500 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is elective in several degree programmes at Faculty A1, including the Bachelor of Science in Business Administration programme and the Business Administration Programme. The course is also offered to incoming exchange students.

This syllabus is a translation from the Swedish original.