

The Trust Factor: AI for Business Transformation

26HS

Studiengang

BSc in Wirtschaftsinformatik
BSc in Business Information Technology

Stufe

Bachelor

ECTS

3

Modultyp

Wahlmodul

Modulverantwortliche

Dr. Swantje Westpfahl

Anwesenheitspflicht

Active participation in project group is expected

Leitidee / Kurzbeschreibung

AI is transforming business, but success depends on trust, transparency and traceability. This module equips future leaders to **establish AI responsibly, balancing innovation with ethical and regulatory requirements**. You will develop **strategic AI competencies**—from governance and compliance to risk management and ethical decision-making. No technical background is needed; instead, you will learn how to **bridge AI's potential with real-world business needs**.

Your Competitive Advantage

✓ **Lead and advise AI adoption in organizations** with a focus on trust and compliance.

✓ **Navigate AI regulations and ethical challenges** to mitigate risks.

✓ **Understand AI's business impact** and build stakeholder confidence.

Tackling Key Challenges

AI raises complex questions: How do we ensure fairness? How do companies stay compliant? How does AI impact jobs? This module provides **practical knowledge and real-world insights** to help you navigate these issues.

Prepare for the AI-driven future—where responsible leadership is key to success. **Join us and shape the future of AI in business!**

Lerninhalt

This module provides a stakeholder-driven framework for understanding AI's role in business and society, emphasizing trust, governance, and responsible implementation.

- **AI & Trust:** A Stakeholder Perspective – Foundations of AI governance, trust-building, and strategic relevance.
- **Trustworthy & Explainable AI** – Principles for reliability, security, fairness, and transparency in AI applications.
- **AI & Governance** – Strategies for risk management, accountability, and aligning AI with corporate goals.
- **AI & Compliance** – Navigating legal, regulatory, and industry-specific AI requirements.
- **AI & Ethics** – Addressing bias, fairness, and responsible AI development.
- **AI, Society & Future Outlook** – Exploring AI's broader societal impact and critically discussing future directions in an interactive AI Symposium with expert insights.

Through case studies, interactive discussions, and real-world applications, students gain the expertise to lead AI adoption responsibly—balancing innovation with ethical, legal, and societal considerations.

Zu erreichende Kompetenzen

Professional Competencies

Students ...

- Explain the fundamental principles of trustworthy AI and its significance for businesses and society.
- Know how AI can create value in organizations while addressing trust, compliance, and ethical challenges.
- Assess the risks and implications of AI implementation, including regulatory, ethical, and societal considerations.
- Compare different AI governance models to determine their effectiveness in ensuring responsible AI use.
- Critically evaluate AI-driven business solutions regarding their transparency, fairness, and accountability.
- Formulate strategies for implementing AI systems in a manner that balances innovation, efficiency, and trustworthiness.

Methodological Competencies

Students ...

- Analyze real-world AI case studies to assess the impact of trust, explainability, and compliance in business applications.
- Develop a structured approach for evaluating AI solutions based on ethical, legal, and governance frameworks.
- Design responsible AI implementation strategies tailored to specific business and industry needs.

Self and Social Competencies

Think critically

Students ...

- Evaluate the potential societal impact of AI technologies, weighing benefits against risks.
- Reflect on the long-term consequences of AI-driven decisions in organizations and their stakeholders.

Think creatively

Students ...

- Explore innovative approaches to align AI solutions with business objectives while ensuring trust and compliance.

Work together

Students ...

- Collaborate in interdisciplinary teams to assess AI-related challenges and propose responsible AI strategies.
- Engage in critical discussions on the future direction of AI in business and society.

Voraussetzungen

none

Lehr- und Lernmethoden

Contact Hours:

Lecture, Dialogue, Presentation, Group work

Guided Self-Study:

Individual Work and/or Group work, Review of Literature

Literatur

recent news/literature will be provided via Moodle

Modulbewertung

pass/fail

Leistungsnachweise

Group Work Presentation 70%

Mündlich / Schriftlich	Oral
Zeitliche Dauer (min)	30
Zeitfenster	During the semester
Art der Leistungsbewertung	Points

Knowledge Assessment 30%

Mündlich / Schriftlich	written
Zeitliche Dauer (min)	30
Zeitfenster	during the semester
Art der Leistungsbewertung	points

Informationen zur Durchführung

The Trust Factor: AI for Business Transformation (KW38-44) - Do - Olten- Abgesagt

Zeit	17:30 - 21:15
Sprache	Deutsch
MaxTN	35
Periodizität	Wöchentlich
Dozierende	Dr. Swantje Westpfahl
Nummer	3-26HS.W-B-WIBIT-TrustFAI_de.EN/WM

