

Educational component	Selective educational component № 8.1 «Artificial intelligence as a tool to optimize business processes»
Degree of higher education	First (Bachelor) level
Name of specialty / study programme	292 International Economic Relations / International Business
Mode of study	Full-time
Year of studies, semester, duration	3 th year, 6 th semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	150 hours (lectures – 10, practical – 20), 5 credits ECTS
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the selective educational component	PhD in Economics, Associate Professor of the Department of International Economic Relations and Project Management Viktoriia Kukharyk
Short description	
Prerequisites	Required knowledge: marketing, content creation, foreign language level not lower than A2 (English)
What will be studied?	<ol style="list-style-type: none"> 1. Logos and brand kits generation on Midjourney, Leonardo, Adobe Express. Creating a recognizable brand. 2. Slogans and advertising texts generation on ChatGPT, Claude, Copilot. Audience attraction and retention. 3. ChatGPT and Claude for customer service. Analysis and answers to customer questions from Bard. 4. Automation of content marketing. 5. Ethical issues of using AI.
Why is it interesting and should be learnt?	Studying artificial intelligence for business process optimization is extremely interesting and important for future business professionals. These technologies provide innovative opportunities to improve various aspects of business, from marketing to customer service and content strategies.
What can be learnt? (study results)	Learners studying these topics will be able to master various tools and techniques that allow using artificial intelligence for creative and optimization tasks in business. The result of the training will be a deep understanding and practical skills in using innovative technologies to achieve business goals.
How can the acquired knowledge and skills (competences) be used?	Learners will be able to effectively implement the acquired knowledge and skills in various aspects of business. In particular, they will learn how to optimize content marketing, create compelling images for e-commerce, and integrate generative technologies into business processes. Proficiency in these areas will allow them to be innovative and competitive in the modern business environment.
Suggested readings	<ol style="list-style-type: none"> 1. Applied Artificial Intelligence. A HANDBOOK FOR BUSINESS LEADERS. URL: http://sutlib2.sut.ac.th/sut_contents/H172690.pdf 2. All-In-One Guide For Midjourney: The Art Of Prompts. URL: https://bowwe.com/blog/guide-to-midjourney-prompts 3. Midjourney AI Image Generator: How to use, Discord (Ultimate Guide). URL: https://dragganaitool.com/midjourney-

	<p>ai/#google_vignette</p> <ol style="list-style-type: none"> 4. ChatGPT Cheat Sheet For Business. URL: https://images.datacamp.com/image/upload/v1686068193/Marketing/Blog/ChatGPT_Business_Cheat_Sheet-compressed.pdf 5. ChatGPT User Guide. URL: https://trackier.com/Resources/Reports_Guides/ChatGPT.pdf 6. Here's How to Become ChatGPT Expert. URL: https://www.bildung-lsa.de/files/8f15e5d880c38bbb0391d361a8ba0d27/The_Ultimate_ChatGPT_Guide_for_Beginners_(Snippet).pdf 7. Stable Diffusion Prompt Book. URL: https://cdn.openart.ai/assets/Stable%20Diffusion%20Prompt%20Book%20From%20OpenArt%2010-28.pdf 8. Stable Diffusion prompt: a definitive guide. URL: https://stable-diffusion-art.com/prompt-guide/ 9. Reviewing Runway AI: The Ultimate Video Generation Tool. URL: https://edrawmind.wondershare.com/ai-features/runway-ai-video-review.html
Web-link to the description of the discipline	