

Instructional Scenario

Examining AI Technologies and Business Efficiencies



Course/Duty Area: Artificial Intelligence Foundations/Examining AI Technologies and Applications

Scenario: You are setting up a trade show booth so you can educate potential business partners about your company's successes. The goal is to increase the market share of your company's products or services. You are tasked with composing a pitch to explain how your company is using AI applications to reach your goals more efficiently.

Big Question: How do various artificial intelligence applications aid businesses in their goal to be more efficient overall?

Focused Questions:

- What types of AI applications are in use in commerce today?
- How do these applications improve efficiency?
- What are the benefits when these AI applications are used?
- How can a company use their AI application to persuade and, ultimately, sell more of its product/service?

Student Project or Outcome:

Students will explore persuasive language. Students will define *efficiency*. Students will identify the benefits of the applications within a company, industry, and marketplace. Students will research and identify applications such as, but not limited to,

- robotics
- autonomous systems
- assistive technology
- GPT.

Project-Based Assessment:

Students will create a list of three possible applications that apply to a business that they are interested in. After researching and defining the applications, they will choose one of these applications that will be the central focus of their pitch. Students may use visuals, a brief slideshow presentation, or charts to assist in their argument. The pitch can be evaluated at a small-group or full-class level.

Teacher Resource: [How AI is Used in Business](#), Investopedia