

# Strategy & AI

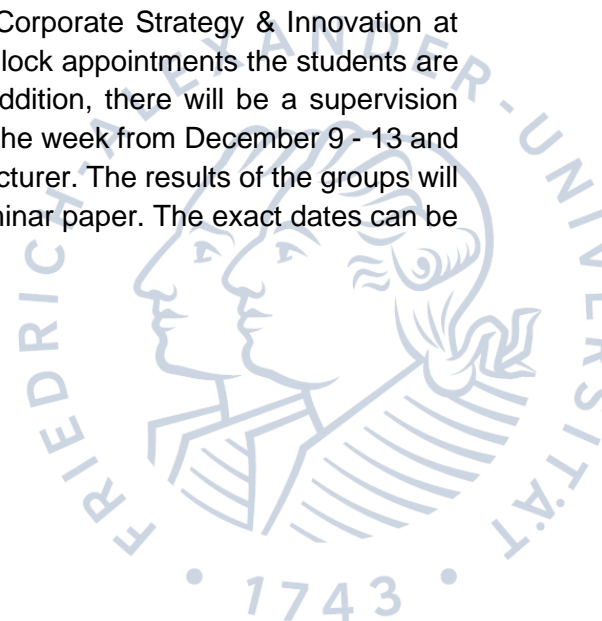
## Course program

In this seminar, the students interactively define, explore, and challenge use cases and applications for Artificial Intelligence in the (corporate and business) strategy process. Almost daily new AI software is released, which potentially can be beneficial in the strategy process. However, the selection and the right application are a prerequisite for useful and unbiased results. In this seminar use cases are defined together and the results will be presented and discussed.

The goal of this seminar is the search, practical application, and critical reflection of various AI tools on real-life use cases. The student groups develop analyses on various use cases and collectively provide an overview on the current status quo of AI tools, how to approach, and how to use them. The focus lies on experimenting together how AI tools can bring value to the selected examples.

The module furthermore aims to develop the students' understanding of and capability to use AI in a business environment and to solve a set of specific problems. This includes, among others, the right application and input (e.g., prompts) as well as the critical reflection of the output.

The seminar is supervised by Rouven Acquaviva, Head of Corporate Strategy & Innovation at FUCHS SE and the chair of corporate management. In two block appointments the students are introduced to important contents and the assignments. In addition, there will be a supervision meeting with the lecturer. This appointment will take place in the week from December 9 - 13 and is to be coordinated independently by the students with the lecturer. The results of the groups will be presented in a final presentation and summarized in a seminar paper. The exact dates can be found in the list below.



**Session 1**  
October 23  
15:00 - 16:30  
H6

**Lecture**  
  
Introduction to Strategy & AI  
Assignment 1

**Session 2**  
November 18  
12:00 - 15:00  
Zoom

**Presentation and Lecture**  
  
Presentation and Discussion of Assignment 1  
Task of a Strategy Department  
Overview FUCHS SE  
Introduction to specific FUCHS segment and strategy case  
Assignment 2

**Session 3**  
December 9-13

**Supervision round**  
  
To be coordinated independently by the students with the lecturer

**Session 4**  
January 17  
11:00 – 15:00  
Tba.

**Final presentation**  
  
Presentation and Discussion of Assignment 2  
Final evaluation of usability of selected tools

**February 14**  
12:00

**Submission of the seminar paper**  
  
Upload to the appropriate Studon group