

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Administration Program
Office Professional Program
Revision Date: 1/12/26

I. CATALOG DESCRIPTION

Course Number: OFFT 1550

Course Title: AI in Business and Society

Prerequisite(s): None

Catalog Description: This course explores how artificial intelligence is transforming businesses, industries, and society through technologies such as machine learning and natural language processing. Students will analyze AI applications, ethical challenges, and future workforce trends while developing a critical understanding of its broader implications.

Credit Hours: 3

Class Hours: 45

Lab Hours: 0

Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Understand the evolution of artificial intelligence and its role in transforming modern business practices.
- B. Recognize the foundational principles and applications of natural language processing and related AI technologies.
- C. Explore the relationship between big data, machine learning, and industry transformation in today's global economy.
- D. Critically examine the ethical, legal, and societal issues surrounding the use of AI.
- E. Adapt to future trends in artificial intelligence to prepare for success in an evolving workforce.
- F. Analyze the wider social, cultural, and human impacts of AI across industries and communities.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Student will be able to*
 - 1. Describe how AI and automation have changed over time and how it is transforming business operations.
 - 2. Define natural language processing (NLP) concepts and apply those concepts when using NLP AI tools.
 - 3. Explain the relationship between big data and machine learning and analyze how this trend is transforming industries such as healthcare, finance, and marketing.
 - 4. Evaluate the ethical considerations and potential risks of using AI technologies in society, including issues of bias, privacy, and transparency.
 - 5. Assess the future trends of artificial intelligence and predict how emerging technologies may shape business, education, and daily life
 - 6. Examine the social and cultural impacts of AI, including how it shapes consumer behavior, workplace dynamics, and human interaction.
- B. General Education Learning Outcomes (GELOs)

1. GELO #3 Critical Thinking & Problem Solving

Outcome 1: Collect, identify, interpret, and analyze data.

Outcome 4: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.

IV. CONTENT/TOPICAL OUTLINE

1. AI tools in office management, marketing, finance, and customer service
2. History and evolution of AI development
3. Types of AI like machine learning, Natural Language Processing, and Deep Learning
4. Prompt Engineering
5. Computer vision and the impacts on graphics, photography, and other visual media
6. Using AI ethically
7. Dealing with hallucinations and fake news
8. AI and Cybersecurity
9. Building and using chatbots in business applications
10. AI progression and changes to labor market

V. INSTRUCTIONAL MATERIALS

Required text(s):

- A. Hoisington, C., & Ciampa, M. (2026). Introduction to Artificial Intelligence: A Business Perspective. Mason, OH: Cengage
- B. Other Supplies/Materials: Laptop or desktop with a camera and microphone.

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Lecture
- B. Group work
- C. Hands-on practice
- D. PowerPoint Presentations

VII. METHODS OF EVALUATION

- A. Exams
- B. Written assignments
- C. Record videos
- D. Discussions

E. SCC STANDARD GRADING SCALE POLICY

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS