

ENGAGE.EU Certificate
Joint Programme in Digital Transformation

COMPETING IN THE AGE OF AI

Course Syllabus

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Course Abstract

This course explores how to engage with artificial intelligence as a practical and strategic tool in academic, creative, and professional contexts. Students will develop the ability to use AI systems critically and constructively, learning how to prompt effectively, analyze outputs, and apply AI tools to real-world problems. Emphasis is placed on ethical use, sustainability, and long-term thinking. Through team-based activities and guided experimentation, students will gain the skills to use AI not just as a support tool, but as a means to act responsibly and creatively in the age of intelligent systems.

Learning Objectives

Upon completion of this course, students should be able to understand both theoretical and practical aspects of digital transformation driven by AI, and critically analyze its applications and impacts in business and society. They will be equipped with the knowledge and analytical tools necessary to evaluate AI technologies and their role in shaping contemporary life.

- Applying knowledge and understanding: Throughout the course, the students will have the opportunity to critically analyze several examples of AI-driven business case studies. Furthermore, interactive demonstrations of such case studies will be discussed.
- Making judgments: We expect students to be able to analyze digital systems and how they are used inside an organization. They are expected to be able to discuss and evaluate suitable solutions driven by machine learning and AI to solve real live case studies in business environments.
- Communications Skills: The course will give the students the possibility to understand terms and concepts related to digital systems. The students will be able to communicate their ideas, proposals, analysis, and critical reasoning in the digital world in the most effective and appropriate way.
- Learning skills: This course will allow students to understand how information and data can be used to increase productivity and problem solving in business scenarios.

Evaluation and Grading

Assessment is entirely based on project work. Students attending regularly will work in teams on assignments aligned with the four main course sections, applying concepts related to AI and digital transformation. Each team will submit:

- A 2-page summary of the scenario, AI tools used, and business implications
- A collection of the AI tools applied
- A short PowerPoint presentation

Students who do not attend regularly may choose an individual alternative: a 10–12 page essay on a course-related topic, reflecting the same level of complexity.

Evaluation criteria include:

- Application of AI concepts
- Quality of analysis
- Business relevance
- Communication
- Participation (for group work)

Readings

There are no required readings prior to the start of the course. All teaching materials, including slides, case studies, and multimedia content, will be provided throughout the course to support in-class discussions and project work.

Sessions

FIRST SESSION: FEB 20

Thinking with AI. Students are introduced to key concepts in AI and learn how to interact with models through prompting. The focus is on understanding how AI systems generate responses, how to guide them effectively, and how to evaluate their reliability. Ethical considerations, such as bias and model limitations, are also introduced.

SECOND SESSION: FEB 21

Learning with AI. This week explores how AI can be used to support personal learning and research. Students experiment with tools to summarize, question, compare, and organize information. The emphasis is on using AI to deepen understanding and structure knowledge across different topics.

THIRD SESSION: FEB 27

Creating with AI. Students explore the use of AI in producing content, including text, audio, and visuals. Through hands-on exercises, they learn how to shape the tone, style, and format of outputs, and reflect on the implications of using AI in communication and creative expression.

FOURTH SESSION: FEB 28

Acting with AI. The final week focuses on applying AI to real-world challenges. Students use AI tools to explore opportunities for innovation, sustainability, and ethical decision-making. They are encouraged to think systemically and consider the long-term impact of AI-supported strategies.

About the Lecturer

Tiziana Scalabrin is a lecturer at Luiss University, where she teaches in various courses related to Computer Science and Coding. She also serves as an Adjunct Professor at LUMSA University in Rome,

where she teaches Web Languages in the Master's degree program in Communication, Innovation and Experience Design.