

# Course Descriptions None 2025-2026

Course Title Generative AI in Digital Business and Economics  
Course Code EBC4281  
ECTS Credits 6,5  
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	13-4-2026	5-6-2026	X		X		

Level no level  
Coordinator Parag Mehta For more information:p.mehta@maastrichtuniversity.nl  
Language of instruction English

Goals  
1.) Bridging AI Advancements with Practical Applications:  
The course aims to connect the latest developments in AI with their practical use in business and economics, creating a bridge between theory and application.  
2.) Introduction to Technical and Theoretical Aspects of Generative AI:  
Introduce the technical aspects of generative AI, covering its core concepts, theoretical foundations, and its impact on various business sectors, including digital marketing and economic forecasting.  
3.) Comprehensive Understanding and Practical Skills:  
Equip students with a thorough understanding and practical skills in applying generative AI to digital business and economics, emphasizing both theoretical knowledge and hands-on experience.  
4.) Exploring Ethical, Societal, and Philosophical Dimensions:  
Delve into the ethical challenges, societal implications, and philosophical underpinnings of generative AI, including discussions on consciousness, sentience, and the nature of intelligence in AI.  
5.) Critical Engagement and Debate:  
Foster critical thinking and engagement with ongoing debates regarding AI's role in society, encouraging students to understand and discuss its societal ramifications and transformative potential.

Description  
The "Generative AI in Digital Business and Economics" course provides a comprehensive exploration of the transformative potential of generative AI within the realms of digital business and economics. Designed for digital business students, the course offers a blend of foundational concepts, practical implications, and hands-on experiences. Through weekly tutorials, students will develop an understanding of generative AI and its myriad applications.

Literature  
Prerequisites  
Keywords  
Transitional Regulations  
Teaching methods  
Assessment methods  
Evaluation in previous academic year  
This course belongs to the following programme / specialisation

Final Paper / Attendance / Participation / Assignment / Presentation

For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

Master Digital Business and Economics	Compulsory Courses
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