
Master Seminar, JLU Gießen SS 2024

TOPIC:

Predict the Future by Creating it: (Gen) AI and the Art of Data for Transforming Business Decisions

Lecturer:

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In an era where data is king, and (Generative) Artificial Intelligence is revolutionizing every aspect of life, our seminar aims to immerse you in the world of AI, general AI (Gen AI), and machine learning as pivotal tools for shaping the future of business.

Our focus is on equipping you with the knowledge and skills to be part of this transformative play, enabling you to make impactful, data-driven decisions in businesses and society. The seminar emphasizes business and economic forecasting as a critical component of digital transformation, exploring how advanced analytics, statistics, and AI are vital for firms and the economy.

As a participant, you will:

- **Practical training sessions using Gen AI and R** will kickstart the seminar, providing you with the tools to harness the power of data analytics. While empirical work in your seminar paper is encouraged, it's not mandatory. We aim to guide and train you to confidently undertake such tasks.
- Dive deep into the world of **AI driven business and forecasting**, understanding its importance as the foundation for data-driven decision-making.
- Engage with applications, such as financial forecasting, business cycle forecasting, financial stress indices, customer churn prediction, and credit scoring.
- Develop skills in presenting data and analytics for effective management communication.

This seminar is not just about learning to become a data scientist; it's about gaining digital competence crucial for your future career. You'll learn to distinguish between business intelligence/reporting and advanced analytics, a key skill for any future digital leader.

Join us in this journey to not just predict the future but to actively create it with the power of (Gen) AI and data. Your future in the realm of digital business decisions starts here!

1. Organizational information

Important Dates:

- Kick-off – **17.04.2024 10:15 – 11:45**. Topic Presentation & Allocation
Location: On-site campus
- Hands-on Gen AI, R-training sessions will be announced during kick-off
Location: to be announced
- Presentation of students' work – **28.06.2024 / 29.06.2024, exact time to be announced**
Location: On-site campus
- Final deadline for seminar paper submission – **31.07.2024**

Organization & Grading:

- Topics see following slides, topics will be allocated to the students during the kick-off session.
- Students will be graded based on these four parts of the coursework:
 1. a written seminar paper (70%)
 2. an oral presentation of the written paper, the presentation itself incl. the design and explanation of 5 Multiple Choice (MC) questions for the presented work (30%).
 - Based on the MC question, we will have a MC Quiz.

Guide for written work:

- Language: English
- There are word or LaTeX templates available. (Please find them [here](#))
- It is recommended to use a citation manager, such as Mendeley, Citavi, Zotero, etc.
- The paper should have at least 10, but no more than 15 pages.
- Please note that you should hand in your preliminary paper one week before the presentation and will be shared with the other participants.
- Revising the paper after the presentation is allowed and encouraged. However, it must be handed in at the day of the final deadline.
- When handing in your work, include a pdf-Version of the written paper and the R, xlsx (...) files (if applicable).
- You should hand in your paper via Mail to Frauke Schleer-van Gellecom (see contact details below).

Guide for the presentation of the written paper:

- For your presentation, you have 15 – 20 min. The MC part can last from 10 to 15 minutes. The discussion may take 5 to 10 mins.
- The presentation must held in English
- Before the presentation date, please send your slides to Frauke Schleer-van Gellecom.

Contact details:

- For questions, please refer to Frauke Schleer-van Gellecom (frauke.schleer@wirtschaft.uni-giessen.de) or Alexander Häußler, (alexander.haeusser@pwc.com)
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