

Responsible AI For Business Leaders

Course Overview

This course empowers business leaders – both current and aspiring – to critically evaluate and implement artificial intelligence (AI) technologies ethically and responsibly. With a focus on real-world applications, learners will explore the impact of AI on fairness, transparency, accountability, and privacy in business contexts.

Course Details

- Duration: 10 Weeks
- Format: Semi-synchronous, 15–20 hours total
- Delivery: Video Lectures, Readings, Case Studies, Practical Assignments
- Assessment: Weekly Assignments & Capstone Project

Learning Outcomes

By the end of the program, learners will be able to:

- Understand foundational AI concepts in a business context
- Identify ethical risks in AI systems
- Evaluate AI governance frameworks and ethical principles
- Develop strategies for responsible AI implementation
- Communicate ethical AI policies internally and externally
- Align AI initiatives with compliance and public trust

Weekly Breakdown

▼ Week 1: Introduction to AI in Business

Topics

- AI terminology and business applications
- Misconceptions and capabilities
- Industry adoption trends

Assignment

Reflective journal on current or potential AI use in your organization

▼ Week 2: Foundations of AI Ethics

Topics

- Ethical frameworks for AI
- Principles: fairness, transparency, accountability, privacy
- Frameworks: IEEE, OECD, EU AI Act

Assignment

Quiz and forum discussion on ethical principles

▼ Week 3: Bias and Fairness in AI

Topics

- Sources and impacts of bias
- Case studies (e.g., hiring, facial recognition)
- Bias detection and mitigation strategies

Assignment

Case analysis of a real-world bias incident

▼ Week 4: Transparency and Explainability

Topics

- Explainability for leaders and stakeholders
- Black-box vs. interpretable models
- Intro to tools (LIME, SHAP)

Assignment

Transparency audit of an AI decision workflow

▼ Week 5: Accountability and Governance

Topics

- Responsibility in AI outcomes
- AI governance frameworks
- Ethics review boards

Assignment

Design a mock AI governance policy outline

▼ Week 6: Privacy and Data Ethics

Topics

- AI and personal data
- Data protection regulations (GDPR, CPPA, etc.)
- Consent and anonymization

Assignment

Develop a data ethics checklist

▼ Week 7: Legal and Regulatory Landscape

Topics

- Overview of global AI regulations
- Sector-specific compliance

- Legal liability in AI systems

Assignment

Regulatory risk scan in your sector

▼ Week 8: Responsible AI Design & Procurement

Topics

- Procurement with ethical considerations
- Collaboration with vendors and tech teams
- Ethics-by-design principles

Assignment

Ethical AI Procurement Checklist

▼ Week 9: Building an Ethical AI Culture

Topics

- Internal communication and training
- Embedding ethics into culture
- Measuring responsible AI outcomes

Assignment

Internal communication brief on responsible AI

▼ Week 10: Capstone and Reflection

Topics

- Leadership and ethical AI strategy
- Capstone presentation

Assignment

Submit capstone plan + final reflective journal

Assessment and Credential

- Weekly participation and submissions (80% required)
- Completion of Capstone Project
- Issuance of a digital badge and micro-credential upon successful completion

For academic or technical support, please contact: frank@dal.ca