



BBA

Semester V

Calicut University

Communicating with AI

Course Code: BBA5FS114 • Module 3 Notes

1. Promoting AI Adoption in Organizations

Deploying Artificial Intelligence technology within an enterprise is fundamentally a change management challenge rather than a pure IT project. Overcoming organizational inertia, addressing employee fears of displacement, and establishing a culture of AI-human collaboration are essential prerequisites for successful adoption.

Strategies for Overcoming AI Resistance

1. Transparent Executive Communication

Clearly articulate the strategic vision for AI, reassuring employees that AI is intended to augment human capability ("AI + Human"), not replace workers.

2. Comprehensive Upskilling Programs

Provide accessible training workshops on prompt engineering, data literacy, and AI tools to empower non-technical employees to use AI confidently.

3. Pilot Project Demonstrations

Start with small, high-impact pilot projects that deliver quick wins, demonstrating clear benefits and building momentum for broader adoption.

4. Aligning Incentive Structures

Reward employees and department heads who successfully incorporate AI tools to streamline workflows and improve productivity.

2. AI Project Management and Lifecycle Execution

AI projects differ significantly from traditional software development. Traditional software is deterministic (code follows explicit logic), whereas AI systems are probabilistic (learning patterns from data). Managing AI projects requires specialized project management frameworks.

AI Project Lifecycle Phases

Phase	Core Activities	Key Deliverables
1. Feasibility & Problem Framing	Defining business objectives, evaluating data availability, determining AI vs non-AI fit.	AI Project Charter & Feasibility Assessment.
2. Data Engineering & Preparation	Sourcing, cleaning, labeling, and pipeline construction for training datasets.	Validated, clean training/test dataset.
3. Model Building & Training	Selecting algorithms, training models, hyperparameter tuning, cross-validation.	Trained AI model prototype.
4. Deployment & MLOps Integration	Integrating model endpoints into production software, setting up continuous monitoring.	Production API endpoint & MLOps pipeline.
5. Evaluation & Drift Monitoring	Tracking model accuracy, latency, user feedback, and data drift over time.	Performance dashboards & retraining triggers.

3. AI Entrepreneurship and Startup Ecosystems

The rapid advancement of AI technologies has created unprecedented opportunities for entrepreneurs to build disruptive business models, launch AI-driven startups, and transform traditional industries.

Entrepreneurial Opportunities in the AI Space

- **Vertical AI Solutions:** Building specialized AI applications tailored to niche industry verticals (e.g., AI legal contract drafting, AI radiology diagnostics, AI agricultural yield prediction).
- **Generative AI Infrastructure & Tools:** Creating specialized developer tools, vector databases, prompt management platforms, and model evaluation frameworks.
- **AI Agency & Consulting Services:** Providing custom implementation, data engineering, and AI integration services for non-technical mid-market enterprises.

Risks and Challenges for AI Startups

AI entrepreneurs face unique operational challenges:

- **High Compute & Infrastructure Costs:** Training and running large AI models requires substantial GPU cloud computing expenditure.
- **Big Tech Platform Risk:** The risk that foundational model providers (OpenAI, Google, Anthropic) will release native features that render single-function AI startups obsolete.
- **Data Moat Requirements:** Difficulty acquiring proprietary training data required to differentiate products from off-the-shelf API wrappers.

4. Ethical and Social Implications of AI in Business

As AI becomes deeply integrated into corporate decision-making, businesses must assume ethical responsibility for the broader societal impact of their AI implementations.

Framework for Responsible Corporate AI

A comprehensive corporate AI ethics governance model rests on four pillars:

1. Accountability & Human Oversight
Ensuring human managers retain ultimate legal and operational accountability for AI-generated decisions and automated actions.

2. Transparency & Disclosure
Clearly disclosing to consumers whenever they are interacting with an AI system or consuming AI-generated media content.

3. Environmental Sustainability
Optimizing compute efficiency to reduce the carbon footprint and water consumption associated with training massive AI data centers.

4. Inclusive Design & Accessibility
Ensuring AI interfaces are accessible across diverse languages, physical abilities, and socioeconomic demographics.

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