Syllabus

MWI90002 AI Product Ideation & Management

Gaurav Sinha

Winter Semester 2025/26

Level	Master	
Credits	3	
Student Contact Hours	2 (22.5 hrs or 3 days)	
Workload	90 hours	
Prerequisites	None, but recommended to get an interesting problem you would like to solve with AI	
Time	9:30 to 6:30	
Room	s. LSF	
Start Date	8th Nov 2025	
Lecturer(s)	**Name**	Gaurav Sinha
	Office	-
	Virtual Office	-
	Office Hours	Friday 12hrs – 14hrs
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Summary

This lecture series (3 days/ 22.5 hours) is designed to introduce students to the real-world process of building AI products from idea to “responsible” deployment. Through interactive sessions, hands-on tools & group activities, students will learn how to identify meaningful problems, design AI-powered solutions and understand the broader context of AI management systems for building careers.

The series emphasizes practicality over programming, using intuitive no-code tools and frameworks that empower students from all backgrounds to engage with AI innovation confidently.

Outline of the Course

Objectives

- Bridge the gap between academic theory and real-world AI implementation.
- Inspire innovation through startup case studies and product development frameworks.
- Introduce students to secure & ethical AI development.
- Equip students with tools to navigate AI Innovation, compliance and risk.

Day 1: From Idea to AI Product

Key Themes: AI product lifecycle, Lean Startup, Design Thinking & Case Study.

Day 2: Building and Presenting AI Product Concepts

Key Themes: Enable students to build a basic prototype or concept and present it effectively.

Day 3: AI Management & Carrier Pathways

Key Themes: AI Management System (ISO 42001, NIST AI RMF, EU AI Act, GDPR for AI).

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes
	After completion of the program the students will be able…	**After completion of the course the students will be able…**
1	**Responsible leadership in organizational contexts**	
1.1	…to demonstrate their solid knowledge of numerous relevant management principles. They are able to explain and discuss them discerningly.	By the end of the course, students will be able to demonstrate a solid understanding of AI innovation and governance, effectively navigate the complexities of AI management within organizations, and address ethical and social challenges such as bias in AI systems.
1.2	…to apply management principles within an organizational context.	
1.3	…to reflect discerningly and critically on diverse management principles within an organizational context.	
1.4	… to understand and deal with the challenges of ethics and sustainability for responsible business operations and are able to deal with them.	
2	**Creative problem solving skills in a complex business environment**	
2.1	…to recognize and define problems as well as assess their importance.	By the end of the course, students will be able to develop an AI concept and transform it into a structured business plan, analyze AI innovation and governance within organizational contexts, and generate creative AI-driven business ideas. They will also gain the ability to communicate AI-related challenges and solutions effectively to both experts and non-experts, ensuring clarity and impact across diverse audiences.
2.2	…to analyse complex in-company and inter-company problems and challenges from different perspectives and/or within an international context.	
2.3	…to independently develop creative solutions to complex in-company and inter-company problems and challenges.	
2.4	…to clarify successfully complex problems and solutions to both experts and laymen.	
3	**Research expertise and its practical application**	
3.1	…to demonstrate their knowledge of research methods relevant to engineering and management as well as their advantages and disadvantages.	Students will be able to demonstrate their understanding of research methods relevant to AI management, including their strengths and limitations. They will also develop the ability to create reliable and innovative AI business cases, combining practical insight with strategic vision.
3.2	…to successfully apply research methods relevant to engineering and management.	
3.3	…to implement relevant research methods in such a way as to deliver reliable and innovative results.	
4	**Interface expertise in the technical-economic field**	
4.1	... to utilise well-founded knowledge in the technical and economic fields for the integrative solution of complex tasks.	The new skills and knowledge gained in this course will empower students to develop innovative solutions to real-world problems using AI technology. These abilities can be applied both in entrepreneurial ventures, where creativity and initiative drive innovation, and within organizations, where AI can enhance efficiency, decision-making, and impact.
4.2	… to apply the methods of project management and successfully organise, implement and manage projects.	
4.3	… to develop and evaluate alternative solutions, taking into account various specialist disciplines, and to implement them in integrated overall solutions.	

Teaching and Learning Approach

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Literature and Course Materials

Presentation Slides

Assessment

In class, group Exercises and presentations.

"It is recommended that students come up with at least one Idea (individually or in group) that they want to solve with AI technology and create a one pager slide to explain about your idea"

Schedule

Day 1 – 8th Nov 2025 – 9:30 to 18:30

Day 2 – 22nd Nov 2025 – 9:30 to 18:30

Day 3 – 29th 2025 – 9:30 to 18:30

Academic Integrity and Student Responsibility

Please note that audio and video recordings during lectures, seminars and labs are permitted only with the explicit consent of the lecturer and all other persons present. Without this consent, recordings are not allowed.

Code of Conduct for Students

Link to the Code of Conduct for online Teaching

Teaching Philosophy

I believe that learning flourishes through interaction, curiosity, and practical exploration. In my classes, I encourage active engagement through questions and discussions, creating a supportive environment where students feel comfortable expressing their ideas.

To make learning both meaningful and approachable, I emphasize hands-on practice with AI frameworks and tools. By working directly with real-world applications, students not only deepen their understanding but also build valuable skills they can confidently carry into their future careers.

My goal is to make the learning experience as effortless and enjoyable as possible empowering students to discover, experiment, and grow while fostering a lifelong curiosity for learning.

Additional Information

No prior knowledge of coding or AI is required to join this course. All you need is an open mind and curiosity to learn. Together, we will explore concepts step by step through guided lectures and hands-on practice. Along the way, we'll not only build practical skills but also enjoy the process making learning both engaging and fun.