



Academic Year 2025-2026

Title of the activity:	The use of Artificial Intelligence for the improvement of business processes
Type of activity:	Seminar
Supervising lecturers:	Silvia Macchia
Email:	macchia@unica.it
Number of credits:	1
Scientific-disciplinary sector (SSD):	SECS P/07
Other contact information:	
Activity programme:	<p>The seminar will consist of a single 6-hour session, which will take place on Friday, 10 October 2025, from 9:00 to 13:00 and from 14:00 to 16:00.</p> <p>The seminar will be held by Dr. Nicola Marini, who will address the use of Artificial Intelligence in business processes, with a particular focus on its implications for management, automation, and decision-making strategies.</p> <p>The seminar and all related activities will be conducted entirely in English.</p>
Prerequisites:	<p>Be enrolled in the Master's Degree Programme in International Management or any other Master's Degree Programme of the Department of Economic and Business Sciences.</p> <p>Hold an English language certification at a minimum level of B2.</p> <p>Important: the seminar is open to the first 30 students who register by sending an email to macchia@unica.it.</p>
Learning objectives:	<p>In recent years, the development of AI technologies has introduced significant changes in organizational models and in the operational mechanisms of companies. The use of machine learning algorithms, predictive analytics tools, and advanced data processing systems is profoundly reshaping how organizations plan, control, and allocate their resources.</p> <p>The seminar will examine how AI contributes to the automation of repetitive and standardized tasks, thereby increasing operational efficiency, and how it fosters the emergence of data-driven decision-making approaches that support more informed and evidence-based strategic choices.</p> <p>Special attention will also be devoted to the organizational and professional effects of these transformations, which require new skills and an adaptation of traditional management models. The seminar will</p>



	offer students an overview of the main ongoing developments, providing conceptual tools useful for analyzing the impact of AI across different areas of business management.
Maximum number of students:	30
Recommended texts and readings:	
Final assessment method:	The seminar includes a final assessment, which will be evaluated by the lecturer, who will determine whether the student has understood and internalised the topics covered during the sessions. Detailed instructions regarding the assessment will be provided in class by the lecturers.
Registration procedures and deadlines:	Send and email to the address macchia@unica.it .