

ENGAGE.EU Certificate
Joint Programme in Digital Transformation

COMPETING IN THE AGE OF AI

Course Syllabus

Lecturer: Tiziana Scalabrin

19-20 February 2027 /26-27 February 2027

Course Abstract

This course explores how to engage with artificial intelligence as a practical and strategic tool in academic, professional, and organizational contexts. Students develop the ability to use AI systems critically and strategically, learning how to prompt effectively, evaluate outputs, and apply AI to real personal and organizational challenges. Emphasis is placed on systematic methodology, critical judgment, and ethical responsibility. Through both individual and team-based work, students gain the skills to use AI not just as a support tool, but as a means to think, decide, and act responsibly in the age of intelligent systems.

Learning Objectives

Upon completion of this course, students should be able to understand both theoretical and practical aspects of AI-driven transformation and critically analyze its applications and implications for individuals and organizations. They will be equipped with the knowledge and analytical tools necessary to evaluate AI technologies and use them strategically.

- **Applying knowledge and understanding:** Students will apply core AI concepts to real personal projects (professional positioning, learning, automation) and to a structured organizational assessment, using research-validated frameworks.
- **Making judgments:** Students will critically evaluate AI outputs for accuracy, bias, and quality, using systematic verification methods, and will assess organizational AI readiness through evidence-based analysis.
- **Communication skills:** Students will communicate analysis and recommendations effectively to different audiences, from technical documentation to executive-level presentation.
- **Learning skills:** Students will understand how to use AI to accelerate learning and productivity while maintaining critical thinking and human judgment as the foundation of good decision-making.

Evaluation and Grading

Assessment combines **individual and team project work**, developed in parallel throughout the course.

Individual work: Students complete three progressive deliverables applying AI systematically to real personal needs (professional positioning, personalized learning, workflow automation).

Team work: Students work in teams to assess the AI readiness of a real university using a structured framework. Each team will perform a complete analysis and produce an executive presentation.

All submissions are mandatory for a complete evaluation.

Readings:

There are no required readings prior to the start of the course. All teaching materials, including slides, case studies, and templates, will be provided throughout the course to support in-class discussions and project work.

Sessions:

FIRST SESSION: FEB 19, 2027

AI Foundations & Strategic Positioning. Students are introduced to core AI concepts - how different AI systems work, how to prompt effectively, and how to verify outputs critically. These principles are immediately applied to a strategic personal use case: building an AI-assisted professional profile through a systematic, verifiable workflow. In parallel, teams are introduced to a structured framework for assessing organizational AI readiness, beginning initial exploration of an assigned university.

SECOND SESSION: FEB 20, 2027

Learning and Working with AI. Students explore how to configure AI systems for personalized, ongoing learning - moving beyond generic use toward designing tools suited to their own goals, whether academic, linguistic, or professional. Teams collect evidence and build documentation for their assessment work across the dimensions of the framework, with attention to source quality and contextual interpretation.

THIRD SESSION: FEB 26, 2027

Automation and Strategic Analysis. Students design simple, practical automations that demonstrate AI use beyond conversational tools, connecting AI capability to real productivity needs. Teams conduct a strategic gap analysis of their assigned case, and begin formulating scoring and recommendations on where to invest and where to differentiate.

FOURTH SESSION: FEB 27, 2027

AI Ethics and Strategic Communication. The final session addresses AI ethics as a fundamentally human question - exploring bias, responsibility, and regulation through historical and applied perspective, culminating in an activity where students apply ethical reasoning to real policy dilemmas. In parallel, teams finalize their strategic recommendations, complete their analysis documents, and prepare an executive-level presentation translating technical findings into actionable guidance for decision-makers.

About the Lecturer

Tiziana Scalabrin is a lecturer at Luiss University, where she teaches in various courses related to Computer Science and Coding. She also serves as an Adjunct Professor at LUMSA University in Rome, where she teaches Web Languages in the Master's degree program in Communication, Innovation and Experience Design.