

**FALL
2025**

DATA SCIENCES + OPERATIONS

DSO 564

**GENERATIVE AI & AUTOMATION: BUSINESS
AND SOCIETAL IMPLICATIONS**

16301: Mon/Wed | 3:30 PM – 4:50 PM

16302: Mon/Wed | 5:00 PM – 6:20 PM

Instructor: Georgios Petropoulos

 georgios@marshall.usc.edu

Units: 3.0

Office: 401 S

WHY TAKE THIS COURSE?



Get the full picture of the implications of Generative AI on business and managerial decisions. Work on real world cases of implementation of frontier digital technologies. Learn how AI should be applied in business context and its economic and social impact.

KEY CONCEPTS



Generative artificial intelligence, machine learning, automation, innovation strategies with AI, regulation of digital markets.

COURSE OBJECTIVES



- Understand and Calculate the exposure of automation at a firm and industry level.
- Assess the impact of Generative AI on different business models.
- Explain the major societal and regulatory concerns.
- Choose optimal managerial decisions based on firm level data regarding the adoption of automation and Generative AI in a variety of business models.

Course Description



Automation technologies such as Robotics, Machine Prediction, Artificial Intelligence (AI) and Generative AI have important implications for how companies stay competitive and how workers perform various tasks. Companies are currently undergoing digital transformations and becoming more data driven. This process incorporates a key consideration for how companies conduct their business and engage with consumers. This course will provide students with an overview of concepts from digital transformation, industrial economics and digitization research, that explains how companies have transformed using AI and automation technologies. The class will also look ahead to understand how the emergence of Generative AI can transform our economy, society, and business in the coming years.



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