

## **Seminar in Business Analytics: Introduction to ChatGPT Summer Term 2023**

### **Course Description:**

ChatGPT is one of the most advanced language models in the world, capable of understanding and generating human-like language. Developed by OpenAI, ChatGPT has a wide range of applications in fields such as natural language processing, machine learning, and artificial intelligence. In this seminar, we will explore the basics of ChatGPT and its potential applications.

During the seminar, we will discuss the following topics:

- An overview of ChatGPT: What it is and how it works
- The history of language models and their development over time
- The applications of ChatGPT in businesses
- The limitations and ethical considerations of using language models like ChatGPT
- The potential impact of ChatGPT on industries such as healthcare, customer service, and education

### **Target Group:**

Interested and committed B.Sc. VWL and BWL students. Prior programming skills are welcome, but not a requirement.

### **Organization:**

Registration: **By April 10 (end of day), 2023**

Application via email to [bernhard.lutz@is.uni-freiburg.de](mailto:bernhard.lutz@is.uni-freiburg.de).

**Make sure that the following information is provided:**

- First name, last name
- Matriculation number (Matrikelnummer)
- Transcript of records

- Attended lectures and seminars at our chair and grade obtained
- Study program, semester
- Short description of experience level in Python or R

Response whether application was successful will be sent out shortly after the registration deadline

**First meeting:** April 27, 2023 at 16ct, PC Pool 3, Werthmannstraße 4

**Second Meeting:** May 11, 2023 at 16ct, PC Pool 3, Werthmannstraße 4

Paper due (1<sup>st</sup> version): June 18, 2023 (end of day)

Presentation: June 26, 2023 at 16ct, PC Pool 3, Werthmannstraße 4

Revised paper due: September 30, 2023 (end of day)

### **Communication:**

Communication is done via email. All materials are provided on Ilias.

### **Topics:**

Exact topics along with hints on literature will be announced at a later point.

### **Policies and Procedures:**

Grading: 1. Paper Version (33%), Presentation (33%), and 2. Paper Version (33%). In addition, you have to hand in your programming code and datasets (if applicable). The seminar paper should be written in English and consist of 10-15 pages.

**The usage of ChatGPT for writing the seminar report is explicitly allowed!**

**ECTS:** 6

**Credit points are applicable to:** B.Sc. BWL PNPM: Allgemeine BWL  
B.Sc. VWL: BWL, Wirtschaftsinformatik

**Chair:**

Albert-Ludwigs-Universität Freiburg  
Prof. Dr. Dirk Neumann  
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