universität freiburg

Seminar in Business Analytics:
Introduction to ChatGPT
Winter Term 2023/24

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 October 9 (end of day), 2023**

Application via email to 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: **October 19, 2023 at 16ct, PC Pool 3, Werthmannstraße 4**
Second Meeting: **October 26, 2023 at 16ct, PC Pool 9, Werthmannstraße 4**
Presentations: **January 18, 2024 at 16-20, PC Pool 3, Werthmannstraße 4**
Written submission: **March 31, 2024 (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: Written report 67%, oral presentation 33%.

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
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