

eUTOPIA

Summer School: AI in Business and Healthcare

Project introduction

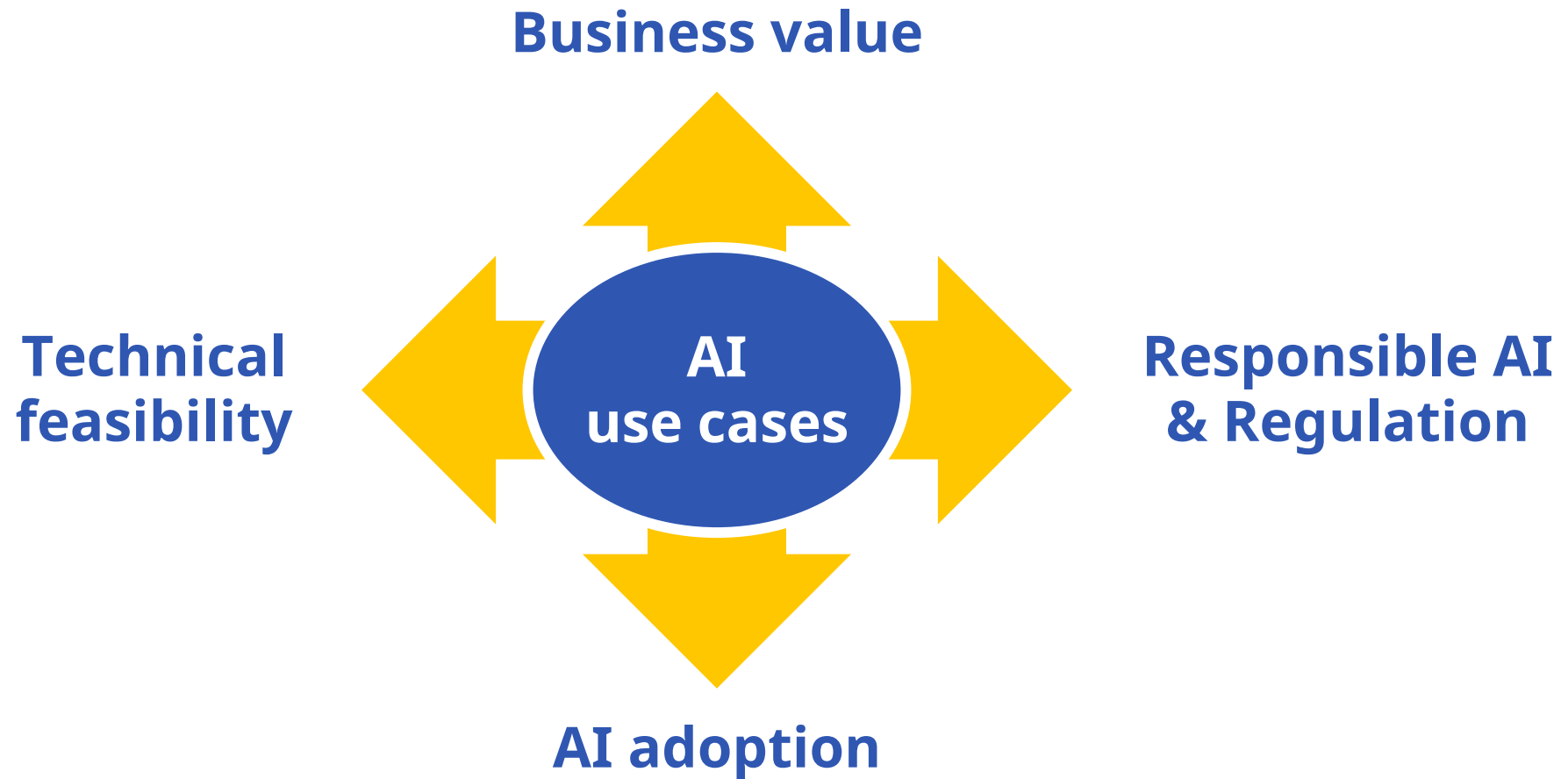
August 27, 2026

Agenda

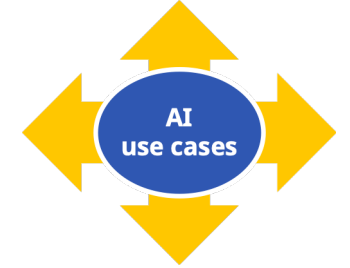
- Project task
- Project deliverables
- Q&A



Summer School: Framework



Project task



General task:

- Identify a **relevant problem** in a clearly defined **organizational context** of your choice (business or healthcare).
- Conceptually design an **innovative AI use case** that can help address this problem, and explain how the use case would work in practice and how it would change existing activities, processes, or practices.
- Evaluate the use case from **multiple perspectives** using the Summer School Framework as a broad orientation.
- Share your *preliminary* project results in an **oral presentation**.
- Document your *more detailed* results in the form of a **written report**.

Additional notes:

- **Start with the problem, not the technology:** Explain why the problem matters and why AI presents a promising way to address it.
- Adopt the **perspective of the organization** that would implement the use case; consider other stakeholders (e.g., employees, customers, patients) insofar as they affect or are affected by its implementation.
- **Be specific and concrete** in describing both the AI use case and its evaluation.
- Where relevant information is not available, make **reasonable assumptions** and state and justify them explicitly.

Project deliverables

Please submit your **project report** to:
susanne.strahinger@tu-dresden.de

A. Oral presentation

Presentation length: 15 minutes (sharp)

- Followed by discussion (~5 minutes)
- All group members need to be knowledgeable about the whole presentation

Basic structure:

1. Problem & Context
2. AI use case
3. Multi-perspective evaluation
4. Overall assessment & Recommendation

Grading criteria

- Logical flow, analytical depth, appropriate use of concepts/frameworks, and visual appeal
- Ability to address questions (discussion)

Deadline: August 28 (tomorrow)

B. Written report*

Report length: 15 pages max. (main text)

- Excluding title page, abstract, table of contents, references, and appendices, etc.

Basic structure: See left (oral presentation)

Formatting: A4 format, 2 cm page margins on all sides, readily legible font (e.g., Times New Roman, at least 11 pt), line spacing 1.5, justified alignment.

Grading criteria

- Content quality (see left)
- Visual quality (use of tables/figures, etc.)
- Formal requirements (APA style, language, etc.)
- Adherence to page limit (see above)

Deadline: September 30, 12:00 (~5 weeks)

Notes: * Submission as a single PDF file via email, including statements on (1) each group member's contribution and (2) the use of generative AI tools.



