

eUTOPIA

Summer School: AI in Business and Healthcare

Introduction (1/2)

July 1, 2026

A portrait of Sundar Pichai, CEO of Google, wearing glasses and a suit, speaking at a microphone. The background is a blue and white patterned wall.

*"AI is probably the **most important** thing humanity has ever worked on. I think of it as something **more profound** than electricity or fire."*

Sundar Pichai (Google CEO)

Agenda

- **Participants & Instructors**
- **Summer School Overview**
 - Content
 - Learning objectives
 - Structure & Schedule
 - Locations
- **Outlook**
- **Q&A**



Participants

Dresden (20)

- Birkner, Luca
- Hahn, Eric
- Hesse, Anni-Frid
- Hiekel, Carl Samuel
- Hoffmann, Friedrich
- Hommel, Fritz
- Huzenko, Oleksandr
- Kantelberg, Alexandra
- Knobloch, Michelle
- Ladwig, Lucia
- Mahdi Souzani, Arian
- Poppitz, Jaden
- Poser, Paul

- Schenk, Marc
- Timoshenko, Aleksandra
- Tiwari, Mihika
- Tran, Tommy Van Trung
- Walter, Klara-Marie
- Will, Felicitas
- Zabel, Leonhard

Göteborg (14)

- Ambjörnsson, Lila
- Darwish, Malek
- Do, Ha Yen Nhi
- Enkh-Amgalan, Amina
- Groot Wassink, Chris
- Guzun, Octavian

- Hansson, Leo
- Ivanova, Ivet
- Karpö Gustafsson, Ellen
- Prager, Tom
- Sajjadi, Sahar
- Venseth, Stine
- Welmsö, Klara
- Widenhammar, Markus

Venice (15)

- Antonello, Marco
- Berton, Giada
- Caiazzo, Giorgia
- Callegari, Edoardo
- Dal Bianco, Sara

- El Mitoui, Ghita
- Lucchetti, Gaia
- Mariani, Laura
- Poncato, Giada
- Romeo, Anna
- Sozza, Nicola
- Tuci, Valerio
- Turco, Ilenia
- Zandonà, Tommaso
- Zanella, Angelica

Cergy Paris (1)

- Amouyal Rosas, Maïa

Instructors



Professor Francesca Dal Mas
Ca' Foscari University of Venice

Professor Aleksandre Asatiani
University of Gothenburg

Professor Oskar Broberg
University of Gothenburg

Professor Stephen Gilbert
TU Dresden (EKFZ for Digital Health)



Professor Hannes Schlieter
TU Dresden

Professor Susanne Strahringer
TU Dresden

Professor Martin Wiener
TU Dresden

Professor Patrick Zschech
TU Dresden

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Content



The Summer School is structured around **three main thematic areas:**

- (1) AI foundations,**
- (2) AI in business, and**
- (3) AI in healthcare.**

It provides students with **both theoretical knowledge and practical insights** into the inner workings of AI applications, with a particular focus on autonomous AI solutions, including *generative* and *agentic* AI.

Students will learn to **critically evaluate AI applications** from *multiple* perspectives—such as economic, ethical, regulatory, and technical—and to assess their potential to transform business operations and healthcare delivery.

Building on the knowledge and insights gained, students will **develop, present, and discuss innovative AI use cases** in business and/or healthcare contexts.

Learning objectives & Examination formats

Upon successful completion of the Summer School, students will be able to:

1. Describe and analyze the architecture and core components of different types of AI solutions;
2. Understand and critically discuss key challenges and opportunities associated with different AI applications;
3. Apply relevant theoretical frameworks to real-life business and healthcare applications;
4. Identify, design, and develop innovative use cases for AI applications;
5. Evaluate AI use cases with regard to both monetary and non-monetary aspects.

The learning objectives are **assessed through the following elements:**

- Active participation in lectures and discussions (objectives 1-3);
- Oral presentation of the group-based project work (objective 4);
- Project report (objective 5).

The grading scale consists of **two grades:**

- Pass (P)
- Fail (F)

Structure & Schedule

Digital component (1/2)
July 1 + August 18

On-site component
August 24-28

Digital component (2/2)
Deadline: September 30

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Opening session	Lecture #3: <i>AI & Business value</i>	Lecture #5: <i>AI adoption</i>	Project introduction & Supervised project work	Project presentations
	Campus tour	Lecture #4: <i>Responsible AI</i>	Lecture #6: <i>AI regulation</i>		
	Lunch ¹	Lunch ¹	Lunch ¹	Lunch ¹	Lunch ¹
Afternoon	Lecture #1: <i>History of AI</i>	Field trip #1: <i>AI in Business</i> @SAP	Field trip #2: <i>AI in Healthcare</i> @EKFZ	Project work (cont.)	Closing session
	Lecture #2: <i>AI fundamentals</i>				
Evening	Get-together @SonderBar	Free time	Barbecue party (optional)	Social event² @Hafenmeister	

Notes: ¹ Five lunch coupons will be provided; ² Survey on dietary restrictions, allergies, and food preferences: <https://forms.gle/8vqsZEVhZ71NNn4S6>



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Outlook

Next week, you will receive another email with:

- Final list of participants (including email addresses)
- Required pre-readings (PDFs in a single ZIP file)

Second introduction session

- Date & time: Tuesday, August 18, 15:00-16:00
- Zoom link: Same as today (see Outlook invite)
- **Main content:**
 - Brief introduction to each lecture (including preparation guidelines)
 - Announcement of project groups (8 groups of ~6 participants)

Required pre-readings

History of AI

- Wiggins, C., & Jones, M. L. (2023). *How data happened: A history from the age of reason to the age of algorithms*. W. W. Norton & Company. (Chapter 12)

AI fundamentals

- Janiesch, C., Zschech, P., & Heinrich, K. (2021). Machine learning and deep learning. *Electron Markets*, 31(3), 685-695. <https://doi.org/10.1007/s12525-021-00475-2>
- Li, M. M., Reinhard, P., & Leimeister, J. M. (2026). Agentic AI: From autonomous agents to enterprise agentic AI systems. *Business & Information Systems Engineering*, forthcoming. <https://link.springer.com/article/10.1007/s12599-026-01009-w>

AI & Business value

- Montard, A., Diedrich, D., & Catlin, T. (2026). Where AI will create value—and where it won't. *McKinsey Quarterly* (April 29). <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/where-ai-will-create-value-and-where-it-wont>
- Ward, J., Daniel, E., & Peppard, J. (2008). Building better business cases for IT investments. *MIS Quarterly Executive*, 7(1), Article 3. <https://aisel.aisnet.org/misqe/vol7/iss1/3>

Responsible AI

- Asatiani, A., Malo, P., Nagbøl, P. R., Penttinen, E., Rinta-Kahila, T., & Salovaara, A. (2021). Sociotechnical envelopment of artificial intelligence: An approach to organizational deployment of inscrutable artificial intelligence systems. *Journal of the Association for Information Systems*, 22(2), 325-352. <https://doi.org/10.17705/1jais.00664>
- Floridi, L. (2023). *The ethics of artificial intelligence: Principles, challenges, and opportunities*. Oxford University Press. (Chapter 4)

AI adoption

- Dal Mas, F., Massaro, M., Fijałkowska, J., Ndou, V., & Raguseo, E. (2026). Artificial intelligence in trauma and emergency surgery: A quantitative study of perceived technology acceptance. *Technovation*, 154, 103548. <https://doi.org/10.1016/j.technovation.2026.103548>.

AI regulation

- Duffourc, M. N., Verhees, F. G., & Gilbert, S. (2026). Artificial intelligence characters are dangerous without legal guardrails. *Nature Human Behaviour*, 10, 218-221. <https://doi.org/10.1038/s41562-025-02375-3>
- Ostermann, M., Freyer, O., Verhees, F. G., Kather, J. N., & Gilbert, S. (2025). If a therapy bot walks like a duck and talks like a duck then it is a medically regulated duck. *npj Digital Medicine*, 8, 741. <https://doi.org/10.1038/s41746-025-02175-z>

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Faculty of Business and Economics

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EUTOPIA SUMMER SCHOOL 2026: AI IN BUSINESS AND HEALTHCARE



The EUTOPIA Summer School on "AI in Business and Healthcare" will take place in Dresden from **August 24 to 28, 2026** (on-site component). Within the [EUTOPIA University Alliance](#), it is a joint initiative of the Faculty of Business and Economics and the EKfZ for Digital Health at TU Dresden, the Faculty of Science and Technology and the School of Business, Economics and Law at the University of Gothenburg, and the School of Management at Ca' Foscari University of Venice.

Downloads

- Syllabus
- Readings
- Slide decks

<https://tu-dresden.de/bu/wirtschaft/studium/eutopia-summer-school-2026>



TU Dresden | Faculty of Business and Economics

EUTOPIA Summer School: AI in Business and Healthcare

Credits: 5 ECTS
Dates: August 24-28, 2026 (on-site component)
Location: TU Dresden (TUD)
Teaching language: English

Instructors: Aleksandre Asatiani (University of Gothenburg), Oskar Broberg (University of Gothenburg), Francesca Dal Mas (Ca' Foscari University of Venice), Stephen Gilbert, Hannes Schlieter, Susanne Strahringer, Martin Wiener, Patrick Zschech (all TUD)

Eligibility: The Summer School can be included as an (additional) elective in all study programs of the Faculty of Business and Economics at TUD. It is also open to students from the Venice School of Management at Ca' Foscari University of Venice, as well as students from the Faculty of Science and Technology and the School of Business, Economics and Law at the University of Gothenburg. The Summer School is limited to **50 participants**. Subject to availability, students from other EUTOPIA member universities (<https://eutopia-university.eu>) may also be admitted.

Entry requirements: Participants must have successfully completed coursework amounting to at least 45 ECTS credits in business, economics, or closely related fields of study (e.g., Business Education and Management Training, Business Information Systems, Industrial Engineering, Informatics, Management).

Content

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