

# UGBA 177 Ethics & Artificial Intelligence

Designing the Future of Humanity

BerkeleyHaas

TuTh 9:30am-11:00am

3 units



Artificial intelligence and the autonomous systems that embed it have become the brains of the modern data economy. As such, they have started to reshape human values, trust, and power around the world. Whether in medicine, money, or love, technologies powered by forms of artificial intelligence are playing an increasingly prominent role in our lives. New AI technologies can help drive cars, treat damaged brains and nudge workers to be more productive, but they also can threaten, manipulate, and alienate us from others. They can pit nation against nation, but they also can help the global community tackle some of its greatest challenges from food crises to global climate change. As we cede more decisions to thinking machines, we face new questions about staying safe, keeping a job and having a say over the direction of our lives. How AI evolves and what role it takes in our lives for better or worse, might depend on our race, gender, age, behavior, cognitive capacity or nationality. This presents manifold ethical and cross-cultural dilemmas. Students – as critical change makers -- will learn about these issues and the principles of responsible design and effective governance structures to mitigate them and turn them into opportunity for enrichment of society.

## Guest speakers

Throughout this journey, we will bring senior experts and entrepreneurs to you as guest speakers, so as to bring AI's potential to life! Speaker candidates from the instructor's network include a head of AI at World Economic Forum, a leader at Center for Humane Technology, a head of AI research center, heads of AI R&D and futures of a big tech company, CEOs of AI startups, authors of AI books.

## Course topics

- (1) The global AI innovation landscape
- (2) What AI can and cannot do – hype versus reality
- (3) Inside out: AI and brain-computer interfaces
- (4) Mapping ethical issues
- (5) Resulting promise and fragility for society
- (6) Global regulation and business governance/compliance mechanisms for AI
- (7) The ethical Company AI Readiness Index (CAIR)
- (8) Responsible, human-centric use case application
- (9) Sketching the future of AI in the “cognitive society” in 2030
- (10) AI solution pressure-testing
- (11) Final client presentations

Your instructor – Olaf Groth [olaf.groth@berkeley.edu](mailto:olaf.groth@berkeley.edu) <https://www.linkedin.com/in/olafgroth/>



Olaf is a member of the Professional Faculty for International Business & Policy, Technology and Strategy at Berkeley Haas, and a Professor of Practice for Global Strategy, Innovation & Economics, Digital & Disruption Futures at Hult Int'l Business School. Olaf is CEO of [Cambrian.ai](http://Cambrian.ai), a thinktank which advises corporate, government and foundation clients on growth and resilience strategies and policies for initiating or adapting to deeptech innovation and disruption. He has 25 years of experience as an executive and adviser in innovation and tech focused multinationals (Vodafone, Boeing, Qualcomm), startups and consultancies. He is a member of the Global Expert Network for the 4th Industrial Revolution and of the project on AI Economic Futures at the World Economic Forum, a Visiting Scholar at UC Berkeley's Roundtable on the International Economy (BRIE) and its program Work with Intelligent Tools & Systems (WITS). Olaf is co-author with Mark Nitzberg (UC Berkeley CHAI) of [“Solomon's Code: Humanity in a World of Thinking Machines.”](#) He regularly [gives keynotes](#) and is a frequent [contributor to media](#) outlets like WIRED, Financial Times, The Hill, Harvard Business Review, California Management Review, Quartz, FOCUS, Die Zeit, World Economic Forum, Huffington Post, Peter Drucker Forum, LSE, Today's CFO, Thunderbird International Business Review, World Financial Review, European Business Review, Roubini EconoMonitor, Duke CE Dialogue, Deutsche Well International, NPR, ZDF, and ARD. Olaf holds PhD & MALD degrees in international affairs with business, economics and technology focus from the Fletcher School at Tufts University, MAIPS & BA degrees with economics focus from Middlebury Institute of International Studies at Monterey. He studied negotiation at Harvard, economics at Georgetown, finance at Berkeley, leadership at the Center for Creative Leadership.