



## Syllabus of Module

# 8. Artificial Intelligence and Modern Technology in the Real Estate Sector

**Lecturer: Mgr. Radim Chalupník**

### Module Annotation

Artificial Intelligence (AI) and other modern technologies are increasingly influencing (not only) the real estate sector. This course focuses on their use to provide more efficient and accurate services to clients. The importance of this topic lies in the fact that integrating AI and new technologies into traditional real estate processes can improve customer service, speed up transactions, streamline marketing and maximize client satisfaction. Students will have the opportunity to learn about the latest technologies and their impact on the real estate sector, and learn how to use them effectively.

### Module Objective

The module's primary goal is to open minds, activate the digital mindset and create a safe space to try out some modern technologies.

On completion of the module, students will have the following skills and knowledge:

- Understanding the benefits and practical application of artificial intelligence and modern technologies in the real estate sector.

- Ability to use AI and other tools to create modern/interactive real estate presentations.
- Ability to use AI and modern technology to streamline communication and marketing in the real estate sector.
- Awareness of the (in)security of available services, insertion of sensitive data, etc.
- Knowledge of ethical and legal issues related to the use of AI and modern technologies in the real estate sector and the ability to apply fair and transparent approaches in their use.

## Literature

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3. HELÁN, Jiří, Ondřej VYKOUKAL, Marie ODSTRČILOVÁ a Tomáš PÁLENÍČEK. *Generativní AI vs. právo* [online]. [cit. 2023-06-29]. Dostupné z: <https://kroupahelan.notion.site/INTRO-15b9256ff8364b1abc73334e4989243d>
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5. ZANDL, Patrick. *Mýty a naděje digitálního světa: vše, co potřebujete vědět o kryptoměnách, umělé inteligenci a dalších převratných technologiích*. V Brně: Jan Melvil Publishing, 2022. Pod povrchem. ISBN 978-80-7555-175-7.

### European School of Business & Management SE

Londýnská 376/57, 120 00 Praha 2  
IČ: 29299306, DIČ: CZ29299306

☎ + 420 221 620 232 ✉ [info@esbm.cz](mailto:info@esbm.cz)

📠 + 420 603 836 740 🌐 [www.esbm.cz](http://www.esbm.cz)



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