***Here is a brief WIIFM list for a course on Artificial Intelligence (AI):***

* It will be helpful for students to know what sorts of jobs will be automated through AI in selecting a future career.
* It will be useful to know how AI will affect their personal lives. For instance, will AI act as a personal assistant to make daily life easier.
* It will be useful to know the ethical and moral aspects of AI to avoid being victimized by it and to know what sorts of regulations to expect.
* For business owners, it will be useful to know how business in general will be affected by AI to better prepare.
* For business owners, it will be useful to know how AI might makes businesses more efficient.
* It will be useful to know how AI works to better understand it’s potentials and limitations to better integrate it into daily life.
* It will be useful to know about AI to avoid the types of abuses that can be facilitated by it.
* It will be useful to know about AI to better inform investment decisions.