

Module Details	
Module Title	Artificial Intelligence for Organisations
Module Code	OIM7054-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	70
Lectures	16
Placement	14

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
DIA	Dubai Knowledge Village / Semester 1

Module Aims
<p>This module aims to provide MBA students with a comprehensive understanding of how artificial intelligence is transforming the business landscape. Through understanding the basics of AI, its applications, and selecting the right methods for the right problem, students will gain insights into leveraging AI for competitive advantage.</p>

Outline Syllabus

Introduction to AI in Business

- * Understanding the fundamentals of artificial intelligence
- * Exploring AI's impact on business processes
- * Real-world examples of AI adoption

AI Tools and Platforms

- * Surveying popular AI tools and platforms
- * Hands-on experience with AI software
- * Evaluating the suitability of different tools

Applications of AI in Business

- * Industry-specific use cases (e.g., finance, healthcare, marketing)
- * Leveraging AI for decision-making and automation
- * Identifying opportunities for AI integration

AI Implementation Strategies

- * Developing an AI roadmap for organizations
- * Overcoming implementation challenges
- * Change management during AI adoption

Ethical and Legal Considerations

- * Addressing ethical dilemmas in AI
- * Compliance with data privacy regulations
- * Responsible AI practices

Case Studies and Best Practices

- * Learning from successful AI implementations
- * Analysing failures and lessons learned
- * Best practices for maximizing AI impact

AI and Sustainability

- * How AI contributes to environmental sustainability
- * Sustainable AI development and deployment
- * Balancing economic growth with ecological responsibility

AI and Entrepreneurship

- * AI-driven innovation for startups
- * Incorporating AI into business models
- * Entrepreneurial opportunities in AI

Future of AI in Business

- * Trends and emerging technologies
- * Preparing for AI disruptions
- * Anticipating workforce changes

Learning Outcomes

Outcome Number	Description
01	Understand the fundamentals of AI principles, including historical context, current trends, and various types of AI.
02	Apply AI tools and techniques to analyse data, develop machine learning models, and create effective strategies for business functions.
03	Evaluate and integrate ethical considerations into AI applications, demonstrating awareness of privacy, bias, and regulatory compliance.
04	Analyse case studies to make informed decisions on AI strategy, considering challenges, opportunities, and the strategic integration of AI into business processes.
05	Communicate AI concepts, case analyses, and strategy projects effectively, both in writing and verbally. Collaborate with peers in group activities, fostering teamwork and effective communication.

Learning, Teaching and Assessment Strategy

Learning will be directed, supported, and reinforced through a combination of lectures, seminars, groupwork activities, presentations, online activities, as well as through personal research and directed and self-directed study. These activities will all be further supported through face-to-face engagement and through the virtual learning environment.

Directed study will specifically make use of the recommended reading, cases studies and videos, with interaction being maintained through on-line discussion boards and formative activities.

Delivery for the module will be using flipped classroom to embed the learning and show its relevance in the workplace. To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings and video resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources.

Students have the opportunity to complete a formative assignment plan of their summative assessments, which will allow them to prepare for their final assessments. After completing a draft outline (up to 500 words) students receive collective feedback on their plans/outlines.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Presentation	Video Presentation using PowerPoint (10 mins)	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.