

Module Details	
Module Title	Artificial Intelligence for Business
Module Code	OIM6015-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Directed Study	158
Laboratories	12
Seminars	6
Lectures	24

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
To enable you to gain knowledge about the uses and importance of Artificial Intelligence (AI), the module aims at equipping you with means for selecting best AI methods to cope with Big data analytics. You will be able to understand the benefits and uses of a number of AI methods. The module will be taught using real life examples to allow you to appreciate the potential technical and ethical challenges faced by organisations.

Outline Syllabus
The module will include topics such as: * Concept of AI * Origins of AI * Common Machine Learning Techniques * Applications of AI * Challenges of AI * Business use cases of Artificial Intelligence * Ethical Implications of AI * How to develop an Enterprise AI Strategy * Developing AI for Enterprise Function

Learning Outcomes	
Outcome Number	Description
01	Understand advanced concepts of AI and its importance to Business competitiveness
02	Critically appraise the significance and role of AI methods for businesses
03	Effectively evaluate and interpret various AI methods; synthesise data to enhance decisions and conclusions.
04	Gain competence in technology and report writing.

Learning, Teaching and Assessment Strategy
Learning will be directed, supported and reinforced through a combination of lectures, computer labs and tutorials, discussion groups, directed and self-directed study. Formative assessment will be provided throughout the course. To assess against learning outcomes, a coursework report and group presentation will be used, as described in the assessment section below. Appropriate feedback will be given for both elements of the assessment in accordance to the faculty required standards.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Group presentation on report findings (15 Mins) SUPPLEMENTARY Presentation	30%
Summative	Coursework	Group research report profiling the different AI methods in business contexts; SUPPLEMENTARY Individual Report	50%
Summative	Coursework	Individual reflective report	20%
Formative	Coursework	Formative feedback will be provided on the drafts and will be discussed throughout. 4000 words	N/A

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.