

Module Details	
Module Title	Artificial Intelligence for Business (In Company)
Module Code	OIM6018-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	12
Laboratories	12
Directed Study	176

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
* 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 group coursework report will be used along with an individual reflective report based on the group project, 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	Coursework - Written	Group Project (5000 words), Supplementary Individual Report (2000 words)	70%
Summative	Coursework - Written	Individual Reflective Report (1000 words)	30%

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.