UNIVERSITY of BRADFORD

Module Descriptor

Module Details	
Module Title	Multidisciplinary Issues and Innovations
Module Code	GAV5027-B
Academic Year	2022/3
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	8
Seminars	40
Directed Study	152

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims

Immersive engagement with diverse inter-disciplinary fields to establish current issues.

Use available data sets to design potential solutions using AI.

Outline Syllabus
Conducting and synthesising primary and secondary research. Problem identification and requirement analysis: - An introduction of the fundamentals of Questionnaire Design will be provided, guiding students to design a technical questionnaire for the target discipline and conduct interview with experts (faculty members, researchers, or students from that discipline); - Students will conduct Interviews/ design and develop a questionnaire to discipline experts, identify discipline-specific problems, learn key concepts and get understanding of the domain knowledge. Guest speakers will be invited to give a detailed overview of their fields, exploring the following aspects: - Aims and functions of the sector; - Type of organisations and how they interact within and outside of the sector; - Governance arrangements for the sector, how they are regulated by the government (nationally and internationally); - Organisational history and philosophy; - How AI is currently being used within the sector, available data sets, potential data sets, potential uses of AI; - Ethical and environmental issues/challenges inherent in the sector.

Learning Outcomes	
Outcome Number	Description
LO1	Evaluate challenges of implementing an AI solution in the sector.
LO2	Identify the extent of AI penetration in the activities of sector organisations.
LO3	Discuss the potential for AI solutions to address common or difficult challenges in the sector.
LO4	Evaluate the design and delivery of sector specific AI solutions and their cost, ethical, environmental and bias implications.
LO5	Communicate sector specific problems and potential solutions within the context of applied AI.

Learning, Teaching and Assessment Strategy

Following introductory lectures, guest lectures/interviews, panel discussions etc. in seminar sessions will expose the students to domain level scholars/experts (i.e. students and academics from various faculties). Students will collect information by interviewing experts in the field and then produce a report demonstrating the level of knowledge gained through the process.

In independent study, students will be expected to prepare for guest speaker/panel sessions through directed reading and then conduct primary and secondary research in preparation for the formative and summative assignments.

Students will be assessed through two coursework assignments (coursework 1 worth 40% and coursework 2 worth 60%).

In Coursework 1, students are expected to demonstrate their effort in exploring the background of their selected discipline and summarising the output of any primary and secondary research they have conducted. This research should cover the current penetration of AI in the sector, the common issues/challenges for which AI could potentially be exploited and any possible challenges in implementing AI solutions in the chosen sector.

In preparation for this assignment, students will design and produce a questionnaire as a formative piece of work, either individually or in groups, depending on chosen domains of interest. Students will prepare a set of questions and identify and get meeting time from respondents such as students, researchers, lecturers, industry experts, introduced during seminars and lectures in this module and the Discipline-Specific AI Project module. Designing the questionnaire and collecting information from experts will help students in identifying a discipline-specific problem, and exploring challenges and opportunities in the context of AI technologies. This will play an important role in defining their academic-year project in Discipline-Specific AI Project module.

The problem(s) identified in Coursework1 will work as a preliminary step for Coursework 2, where students are expected to write a report on a selected topic based on their literature review and interactions with experts either in seminars or formal interviews etc. In this report, students will consider sector-specific problems and potential AI solutions and discuss potential challenges/implications of implementing such solutions. Supplementary assessment if required is as original.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	1. Review of literature/research relating to chosen domain-specific topic (1000 words)	40%
Summative	Coursework - Written	2. Report on selected domain-specific topic in the context of AI (2000 words)	60%
Formative	Coursework - Artefact	1. Questionnaire for information collection from discipline experts and list of secondary sources.	N/A
Formative	Coursework - Written	2. Report outline (400-500 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.

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