

Module Details	
Module Title	Artificial Intelligence for Business (In Company)
Module Code	OIM6018-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	12
Seminars	14
Directed Study	174

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

Module Aims
<p>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.</p> <p>The module content will also support the development of mapped Knowledge Skills and Behaviours, as set out in the relevant apprenticeship standard, and highlighted in the syllabus below.</p>

## 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

Specific Knowledge elements of the relevant apprenticeship standard to be supported during delivery:

E1.1 Critically evaluate the impact of innovation and digital technologies on organisations

E1.2 Evaluate the use of these for organisational development

E1.3 Review the use of innovation and digital technologies in own organisation and make recommendations for improvement

E2.1 Analyse the impact of innovation and digital technologies on data and knowledge management

E2.2 Demonstrate how this can be utilised for making business decisions

L1.2 Analyse complex data and draw sensible conclusions

Content will also support development of the following Skills from the relevant apprenticeship standard:

E3 Identify service/ organisational improvements and opportunities for innovation and growth, using qualitative and quantitative analysis of information and data and benchmarking against others

## 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

In line with programme learning and teaching strategy this module adopts a blended approach to learning and involves 3 main approaches.

1. On campus, face to face teaching over a block week. This will be a mix of lectures and tutorials and will include group work within tutorials
2. An element of distance learning between face to face sessions. For this 20-credit module this will consist of 2x one-hour sessions run as assessment workshops to allow you to seek clarity on assessment criteria, feedback on assessment progress and interact with fellow apprentices regarding the assessment.
3. Work based learning. You will be set tasks based on applying on-going learning to your work experience. The above will also be supported by on-line resources and specific support from the sponsoring organisation as appropriate.

During directed study you will be expected to read for further knowledge gain and complete work-based tasks and research to help develop your individual coursework and collect relevant evidence that you can apply to the skills and behaviours associated with this subject area and the standard.

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 - Artefact	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.*