Module Details	
Module Title	Artificial Intelligence for Business
Module Code	OIM6015-B
Academic Year	2024/5
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
OIM6015-B enables 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. To be eligible to study this module, you will have had to have studied OIM6014-B.

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 Entreprise 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	20%
Summative	Coursework - Written	Group Research Report	30%
Summative	Coursework - Written	Individual reflective report (1500 words)	50%
Formative	Coursework	Formative feedback will be provided on the drafts (400 words) and will be discussed throughout.	N/A

Reading List

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