

# IB3AB-15 AI in Business Practices

**26/27**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Richard White

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

AI in Business Practices, introduces third-year business students to the transformative role of Artificial Intelligence (AI) in modern business practices. Designed to provide a conceptual foundation rather than technical skills, the course explores what AI is, its underlying principles, and how it is shaping industries worldwide. Students will examine real-world applications of AI across various sectors such as finance, healthcare, retail, and logistics, understanding its potential to drive innovation and efficiency. The module also critically addresses important challenges like ethical considerations, algorithmic bias, data privacy, and the societal implications of generative AI. By the end of this module, students will be equipped with the knowledge to evaluate the opportunities and risks of AI, empowering them to make informed decisions as future business leaders in an AI-driven world.

This is an elective module available for WBS and non-WBS students\*. To find detailed availability and to apply for this module, log in to [my.wbs.ac.uk](https://my.wbs.ac.uk) using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision.

Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

\*Please note that Computer Science students not on a Computer Science with Business Studies

Joint Honours course are unable to take this module due to content covered on other Computing modules.

[Module web page](#)

## Module aims

The module provides a comprehensive overview of AI's role in modern business. The module introduces students to the fundamental concepts of AI and its transformative applications in business, equipping them with the skills to leverage AI technologies for decision-making and innovation whilst being aware of ethical challenges and risks involved in implementing AI solutions.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Introduction to AI in Business: Overview, historical context, and key concepts.

AI and technical foundations/terminology: Technologies that enable AI.

AI and Applications: Types of AI and real-world applications in various industries.

AI in Decision Making: AI-driven decision-making processes.

AI and Workforce Transformation: Evolving roles and responsibilities as AI takes over routine tasks, labor law implications.

AI Ethics, Privacy, and Bias in AI: Addressing ethical issues, privacy concerns, and bias in AI systems.

Implementing AI in Business: Steps for integration and future trends.

## Learning outcomes

By the end of the module, students should be able to:

- Demonstrate and explain the fundamental concepts of Artificial Intelligence (AI), its principles, and the ways it is applied in different business sectors to enhance efficiency and innovation.
- Develop critical thinking and problem-solving abilities by assessing the ethical, social, and economic implications of AI in real-world business contexts.

## Indicative reading list

[Reading lists can be found in Talis](#)

## Subject specific skills

Examine underlying concepts which enable AI tools and frameworks in business practices, identifying opportunities for implementation of AI and recognizing potential risks and limitations.

## Transferable skills

Effectively communicate complex ideas about AI applications and challenges in business, while demonstrating independent learning capabilities.

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## Study

### Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

### Private study description

Directed reading; seminar preparation, private study.

### Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A1

	Weighting	Study time	Eligible for self-certification
Individual Assignment	90%	65 hours	Yes (extension)
Participation	10%	8 hours	No

### Assessment group R1

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Individual Assignment	100%		Yes (extension)

## Feedback on assessment

Feedback will be provided via my.wbs.

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## Availability

### Pre-requisites

Please note that Computer Science students not on a Computer Science with Business Studies Joint Honours course are unable to take this module due to content covered on other Computing modules.

## Courses

This module is Optional for:

- Year 4 of UECA-L1N3 BSc Economics and Management with Placement Year
- UIBA-N20B BSc in Management
  - Year 3 of N20B Management
  - Year 3 of N20B Management
  - Year 3 of N23K Management with Accounting
  - Year 3 of N234 Management with Digital Business
  - Year 3 of N235 Management with Entrepreneurship
  - Year 3 of N232 Management with Finance
  - Year 3 of N252 Management with Marketing
  - Year 3 of N23L Management with Strategy and Organisation
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
  - Year 5 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
  - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
  - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
  - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
  - Year 4 of N401 Accounting and Finance (Placement)
  - Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange

- Year 3 of UECA-L1N2 Undergraduate Economics and Management
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- UIBA-N20F Undergraduate International Management
  - Year 4 of N20F International Management
  - Year 4 of N20F International Management
  - Year 4 of N20S International Management (with Accounting)
  - Year 4 of N20T International Management (with Chinese)
  - Year 4 of N20P International Management (with Entrepreneurship)
  - Year 4 of N20M International Management (with Finance)
  - Year 4 of N20U International Management (with French)
  - Year 4 of N20L International Management (with Marketing)
  - Year 4 of N20V International Management (with Spanish)
  - Year 4 of N20W International Management (with Strategy and Organisation)
  - Year 4 of N20N International Management with Digital Business
  - Year 4 of N20E Management (with Foundation Year)
  - Year 4 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
  - Year 5 of N220 International Management (with Foundation Year)
  - Year 5 of N221 International Management with Accounting (with Foundation Year)
  - Year 5 of N226 International Management with Chinese (with Foundation Year)
  - Year 5 of N223 International Management with Digital Business (with Foundation Year)
  - Year 5 of N224 International Management with Entrepreneurship (with Foundation Year)
  - Year 5 of N222 International Management with Finance (with Foundation Year)
  - Year 5 of N227 International Management with French (with Foundation Year)
  - Year 5 of N225 International Management with Marketing (with Foundation Year)
  - Year 5 of N228 International Management with Spanish (with Foundation Year)
  - Year 5 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
  - Year 5 of N20J Management (Foundation Year and Placement)
  - Year 5 of N20K Management (Foundation Year and UPP)
  - Year 5 of N23H Management with Digital Business (with Foundation Year and Placement Year)
  - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
  - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
  - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 4 of N20E Management (with Foundation Year)

- Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
- Year 4 of N23M Management with Accounting (with Foundation Year)
- Year 4 of N23E Management with Digital Business (with Foundation Year)
- Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
- Year 4 of N23D Management with Finance (with Foundation Year)
- Year 4 of N252 Management with Marketing
- Year 4 of N254 Management with Marketing (with Foundation Year)
- Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
  - Year 4 of N20M International Management (with Finance)
  - Year 4 of N20B Management
  - Year 4 of N20D Management (Undergraduate Partnership Programme)
  - Year 4 of N20C Management (with Placement Year)
  - Year 4 of N20Q Management with Accounting (with Placement Year)
  - Year 4 of N236 Management with Digital Business (with Placement Year)
  - Year 4 of N235 Management with Entrepreneurship
  - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
  - Year 4 of N232 Management with Finance
  - Year 4 of N233 Management with Finance (with Placement Year)
  - Year 4 of N253 Management with Marketing (with Placement Year)
  - Year 4 of N23L Management with Strategy and Organisation
  - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- UIOA-EOS Undergraduate Overseas Exchange
  - Year 1 of UEOS Undergraduate Overseas Exchange
  - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange