

IB9LE-15 Artificial Intelligence in Business

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Marjolaine Rostain

Credit value

15

Module duration

2 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module gives participants theoretical and practical knowledge about applying Artificial Intelligence in real-world business and managerial environments. Participants will explore the different types of Artificial Intelligence, they will discover how they are developed, they will discuss their implication on jobs and tasks and tackle the ethical and environmental challenges associated with it.

[Module web page](#)

Module aims

This module equips students with fundamental knowledge of implementing and managing Artificial Intelligence. Students will be able to identify which types of AI is needed for which applications and will be able to provide guidance for its implementation concerning the potential changes on jobs and tasks. They will also be able to identify the potential bias and environmental impact.

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 and its terminologies

Supervised Learning

Unsupervised Learning

Deep Learning

Generative AI

Changes in Job tasks and roles with AI

AI Ethics

AI and Environmental Impact

Learning outcomes

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

- Demonstrate comprehensive understanding of the strategic nature of Artificial Intelligence in business
- Demonstrate comprehensive understanding of the challenges and implications of Artificial Intelligence in business for a variety of stakeholders
- Demonstrate critical reflection on the topic of Artificial Intelligence.

Indicative reading list

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

Interdisciplinary

The module is interdisciplinary in nature as :

- A numerous example of AI applications will be provided for different disciplines
 - Students from different background will work in group during workshop to discuss AI applications in different disciplines
 - Both the technical aspect of AI and the societal aspect of AI will be discussed

International

Understanding AI requires understanding the international aspect of AI. AI is spread all over the world and we will discuss both its international use but also the different regulations associated with it.

Subject specific skills

Identify and evaluate opportunities for AI-transformation of business processes.

Identify and evaluate the managerial and organisational issues associated with the use of Artificial Intelligence.

Demonstrate research skills and the ability to effectively search, gather and utilise information and

knowledge.

Transferable skills

Written communication
Systemic review of a topic

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Practical classes	(0%)
Online learning (scheduled sessions)	(0%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

Private study description

Private study and pre-reading

Other activity description

9 x 2 hrs workshops

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time	Eligible for self-certification
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Assessment component			
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Individual Assignment	100%	74 hours	Yes (extension)
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Reassessment component is the same

Feedback on assessment

Via my.wbs

Availability

Courses

This module is Optional for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)
- Year 1 of TIBS-N2N3 Postgraduate Taught Management
- Year 1 of TIBS-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation