IB9LG-15 Creating AI Startups

26/27

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Isabel Fischer
Credit value
15
Module duration
9 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This module enables students to develop and communicate an AI startup idea through a structured process of ideation, refinement and reflection, partly using AI as a 'co-founder' or assistant. Students explore what contemporary AI systems can and cannot do, using this understanding to frame creative venture opportunities and novel applications. The module emphasises design thinking, experimentation and iterative development, supporting students in shaping, testing and sharpening early stage startup concepts. Ethical judgement and awareness of risk are introduced as part of critical decision making. Learning is assessed in a group-based pitch and an individual academic reflection that critically examines the assumptions, feasibility and value claims underpinning the proposed startup idea(s).

Module web page

Module aims

This module aims to help students develop creative and critically informed AI startup ideas through structured processes of ideation, experimentation and refinement, partly using AI as a 'co-founder' and assistant. It seeks to equip students with the conceptual and practical skills required to evaluate what contemporary AI systems can and cannot do, and to translate this understanding into plausible early stage venture opportunities. The module aims to develop students’ ability to

apply design thinking and iterative development approaches to shape, test and communicate AI startup concepts. It further aims to foster critical judgement by encouraging students to reflect on assumptions, feasibility, risk and value creation in AI enabled ventures. Through a group-based pitch and an individual academic reflection, the module aims to develop students' entrepreneurial communication skills, collaborative working practices and capacity for reflective, evidence-informed decision making in an uncertain environment.

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.

Indicative content (content subject to change)

Ideation

Introduction, Ethics, Risks & Regulation (e.g., GDPR), see AI Ethics teaching cases

What can AI do? (Gartner Hype Cycle / Lightening Demos & Pitfalls)

Design Thinking focusing on Creativity & Problem Framing (AI Startup Idea)

Sharpening your idea

Data Driven Design, Quant & Coding

Project Management & Financial Planning / Forecasting

Using AI to create a webpage, Prototyping & Testing

(Academic) Sense Checking, introduction to the indiviudal assessment.

Presenting your idea

Doing an effective pitch, Customer Acquisition & Grant applications

Assessed Presentations & Venture Storytelling ("Dragon's Den")

Reflections, Applying for external competitions, Q&A on the individual assessment

Learning outcomes

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

- Demonstrate advanced understanding of theoretical and empirical approaches when developing commerically viable AI startup ideas to solve problems and unmet needs.
- Develop (Ideate and communicate) as well as critically evaluate the commercial and sustainability potential of digital digital ideas and solutions.
- Analyse real-world case studies to identify opportunities and challenges in leveraging digital technologies for strategic business goals, while also recognising environmental and social needs as well as decision making under uncertainty.

Indicative reading list

Reading lists can be found in Talis

Research element

Apply appropriate theories, concepts and research to the identification, formulation and solution to solve commerical and/or sustainability-related problems.

Subject specific skills

Design and propose an innovative AI startup idea, demonstrating its commercial viability.
Apply appropriate theories, concepts and research to the identification, formulation and evaluation of AI startup ideas.
Use AI as a potential 'co-founder' or 'assistant'.

Transferable skills

Demonstrate communication skills (including group working skills)/ academic writing by communicating and pitching digital solutions effectively to diverse audiences, showcasing leadership and teamwork in collaborative environments.
Demonstrate problem solving skills

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	51 hours (34%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

9 x 2 hrs F2F workshops

Costs

No further costs have been identified for this module.

Assessment

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

Assessment group A5

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	58 hours	Yes (extension)
2,500 word individual assignment in form of an essay (2000 words and 500 words of graphs / visualisations & creative material)			
Reassessment component is the same			
Assessment component			
Group Work	20%	14 hours	No
Presentation of group project (15mins)			
Reassessment component			
Individual Assignment			Yes (extension)
Individual Assignment 1000 words			

Feedback on assessment

Written feedback will be provided to the students for both assessments, the group project as well as the individual assignment in form of an essay.

Availability

Anti-requisite modules

If you take this module, you cannot also take:

- IB9CV-15 AI Innovation Hackathon: From Problem to Prototype

Courses

This module is Optional for:

- Year 1 of TIBS-H60Z MSc Financial Technology
- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- 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)
- TIBS-N2N3 Postgraduate Taught Management
    - Year 1 of N2N3 Management
    - Year 1 of N2N4 Management (Elite Sports Management)
- Year 1 of TIBS-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation