



Module Definition Form (MDF)

Module code: MOD011055	Version: 1 Date Amended: 11/Apr/2025		
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1. Module Title			
Artificial Intelligence for Business			

2a. Module Leader			
Helen Benton			

2b. School			
School of Management			

2c. Faculty			
Faculty of Business and Law			

3a. Level			
7			

3b. Module Type			
Standard (fine graded)			

4a. Credits			
30			

4b. Study Hours			
300			

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	MBA in Project Management with Artificial Intelligence MBA in Project Management with Artificial Intelligence (with Professional Experience).		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

You will actively explore how Artificial Intelligence (AI) is enhancing business capabilities, optimising processes, redefining business strategies and transforming industries. This module provides you with a comprehensive understanding of how AI technologies can be leveraged to drive innovation, optimise operations and enhance decision-making using a blend of theoretical knowledge and hands-on learning. The core AI concepts including machine learning, natural language processing and automation will be explained. Through dynamic sessions and hands-on labs, the module empowers you to determine where and how to leverage AI-driven automation, insights and decision support to achieve key business goals. You will explore the practical applications of AI across key business functions such as sales, marketing, customer service, HR, finance, operations and supply chains. The module will also focus on the ethical, social, and managerial implications of AI, preparing you to navigate the challenges of implementing AI solutions responsibly. By the end of the module, you will be equipped to strategically incorporate AI into business models, drive data-driven decision-making and implement AI-driven transformations.

6b. Outline Content

- Introduction to Artificial Intelligence (AI) in Business, including a definition and overview of AI technologies (Machine Learning, Natural Language Processing, Computer Vision, etc.) and business transformation.
- Fundamentals of AI and machine learning
- Data as the foundation of AI: the importance of data, data quality and how it drives AI systems.
- Data Strategy and AI Readiness, including feature engineering and data normalisation.
- AI applications in for marketing and sales, including predictive analytics and personalisation
- AI applications for human resource management, including recruitment, performance evaluation and employee engagement and retention analysis.
- AI applications in finance, focusing on risk management and decision-making.
- AI applications in business for operations and supply chain, including inventory optimisation and demand forecasting.
- AI application for customer service (chatbots, virtual assistants and customer support).
- Ethical and Societal Implications of AI: fairness, robustness, transparency and privacy.
- AI Strategy for Business Leaders and Future Trends

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Microsoft Co-pilot

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand the fundamental concepts of Artificial Intelligence and its application to business and for business transformation.
2	Knowledge and Understanding	Identify and evaluate AI technologies and their applications in different business domains: customer facing, operations and supply chains, HR and finance.
3	Intellectual, practical, affective and transferrable skills	Evaluate the impact of AI on business performance and work.
4	Intellectual, practical, affective and transferrable skills	Utilise AI tools for implementing AI solutions in business processes.
5	Intellectual, practical, affective and transferrable skills	Analyse and apply the ethical and societal implications of AI in business, including fairness, robustness, transparency and privacy

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-5	2 hour Tutor-led Workshops and Labs
Other teacher managed learning	24	1-5	2 hour Student-led Workshops and Labs
Student managed learning	252	1-5	Reading, watching videos, applying AI tools, researching case studies of application, assimilating understanding, etc.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1,2,5	30 (%)	Fine Grade	40 (%)
Canvas Quiz 2 hours					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	2,3,4,5	70 (%)	Fine Grade	40 (%)
Portfolio of work 3000 words					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]