APPROVED

Programme Code	MSCAIBUS		Programme Duration	1

Programme Level	9			EQF Level	7		EHEA Level	Second Cycle

Programme Credits	90

Semester Duration	1 Week(s)

Language of Instruction	English

CAO Code; QQI Progamme Code etc	Code PG24672

Programme Outcomes
On successful completion of this programme the learner will be able to :

Description
Demonstrate a critical understanding of the use of Artificial Intelligence in business contexts.
Formulate, design, assess, and implement AI-enabled business strategies based on the latest industry practices and standards to enhance human potential and customer support.
Select and employ advanced and emerging Artificial Intelligence techniques and tools to enhance business decision making.
Synthesise and communicate the opportunity of Artificial Intelligence to enhance the business strategy to key stakeholders.
Critically assess and evaluate ethical, sustainable, and responsible risks and impacts associated with Artificial Intelligence solutions in business contexts.
Conduct independent research on the impact of Artificial Intelligence in a business context.

Semester Schedules

Stage 1 / Semester 1

Core Subject	
Module Code	**Title**
H9AITB	Artificial Intelligence Technologies for Business

H9DAB	Data Analytics for Business

H9DGAE	Data Governance and Ethics

Additional	
Module Code	**Title**
H9FAI	Foundations of Artificial Intelligence

Core Subject	
Module Code	**Title**
H9RCM	Risk and Change Management

Stage 1 / Semester 2

Core Subject	
Module Code	**Title**
H9CEAI	Customer Engagement and Artificial Intelligence

H9HCAI	Human Centered Artificial Intelligence

H9IAPI	Intelligent Agents and Process Automation

Optional	
Module Code	**Title**
H9INTERN	Internship

H9PRAC	Practicum

Stage 1 / Semester 3

Core Subject	
Module Code	**Title**
H9ETS	Emerging Artificial Intelligence Technologies and Sustainability

Optional	
Module Code	**Title**
H9INTERN	Internship

H9PRAC	Practicum