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						
		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 Al-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	\Box		
H9PRAC	Practicum Practi			

Stage 1 / Semester 3

Core Subject			
Module Code	Title		
H9ETS	Emerging Artificial Intelligence Technologies and Sustainability		
Optional			
Module Code	Title		
H9INTERN	Internship		
H9PRAC	Practicum		