

BUS6017 AI for Business Leaders

Unit Description

Artificial Intelligence (AI) is increasingly embedded in modern business operations and is reshaping how organisations compete, innovate and make decisions. This unit introduces AI as a critical enabler of business value and strategic leadership, examining its application across key functions including marketing, human resources, finance, insurance and supply chain management. Designed for MBA students, the unit focusses on the executive responsibilities associated with AI adoption, including ethical considerations, governance, risk management and organisational change. Through a leadership lens, students develop the digital literacy and strategic judgement required to evaluate AI opportunities, interpret AI-driven insights and guide responsible and sustainable AI integration within complex business environments.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Evaluate the strategic potential and limitations of artificial intelligence to inform executive-level decisions across diverse organisational and industry contexts.
2. Analyse ethical, social, regulatory and sustainability implications of AI adoption and propose responsible mitigation strategies.
3. Formulate and justify AI-enabled business strategies and value creation initiatives aligned with organisational goals, competitive advantage and digital transformation priorities.
4. Apply advanced digital and AI literacy to executive decision making, critically interpreting AI-driven insights and determining appropriate levels of human oversight and accountability.
5. Design high-level approaches for organisational change, governance and risk management to support scalable, ethical and sustainable AI integration within enterprises.