

## BUS3013 Artificial Intelligence for Business

### Unit Description

Businesses and governments have access to massive volumes of data and require advanced understanding and expertise to make sense of this information for strategic decision-making and turning the information into key business assets. This unit will provide students with the knowledge and skills to develop advanced predictive models and make use of cutting-edge analytics tools to develop analytic-centric solutions in real business scenarios. Students will be given the opportunity to gain hands-on experience with the most widely used artificial intelligence software tools globally.

<b>Credit Points</b>	6 credit points
<b>Duration</b>	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. Design and develop artificial intelligence solutions to business problems.
2. Apply advanced analytics techniques to real-world business problems.
3. Critically evaluate the feasibility and applicability of artificial intelligence techniques in business environments.
4. Discuss the advantages and risks of using artificial intelligence techniques for strategic decision-making.