BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CRICOS Provider Code: 03335G | CRICOS Course (BBA) Code: 077570G

Unit Learning Outcomes (ULO)

CORE UNITS

Principles of Management

a. Explain the fundamental principles and functions of management, integrating AI-driven tools and techniques to optimise business processes.
b. Identify applicable management concepts in various situations involving leadership, motivation, teamwork and effective communication.
c. Discuss the impact of corporate social responsibility of organisations, including ESG principles to ensure sustainable and responsible business practices.
d. Illustrate how business organisations can develop and maintain competitive advantage in a dynamic and technologically driven local, regional and global environments.
e. Provide realistic solutions grounded in management principles to real life organisational problems.

Microeconomics

a. Explain the fundamental concepts and theories of microeconomics and their application as well as ethical implications in contemporary business management.
b. Apply qualitative and quantitative methods to describe market structures and their impact on pricing, output, and economic efficiency.
c. Develop problem-solving and decision-making skills through the review of microeconomic models and real-world scenarios.
d. Identify opportunities for innovation within various market structures and articulate strategies to leverage these opportunities.
e. Communicate microeconomic concepts and their implications effectively in international and cross-cultural business environments.

World Cultures

a. Display an awareness of the world's cultural and religious diversity, as well as its growing interdependence in the 21st century.
b. Compare different cultural norms and question the nature of standard cultural practices.
c. Evaluate the changing cultures and societies in the context of globalisation and AI and emerging technologies.
d. Identify opportunities and challenges that managing across business cultures may present.
e. Communicate key concepts effectively, both independently and within team settings

Digital Readiness in Business

a. Demonstrate the ability to efficiently navigate and utilize Excel
b. Develop the skills to analyse and interpret large datasets using Excel to derive meaningful business insights.
c. Create financial models and project management tools, such as Gantt charts, using Excel, and apply these models to real-world business scenarios
d. Create interactive dashboards and visualizations, effectively communicating data-driven insights to stakeholders.

e. Communicate data-driven insights that support business decision-making.

Business Communication

a. Describe business communication processes and issues, including the use of AI-driven platforms and digital collaboration tools to enhance both verbal and non-verbal communication skills in business settings.
b. Consider grammar, word choice, audience considerations, and cultural context to produce clear and impactful written communications.
c. Demonstrate proficiency in both oral and written business communication by understanding concepts of active listening, business etiquette, and document design.
d. Apply appropriate interpersonal skills and communication tools effectively in various business situations.
e. Produce effective business documents and presentations, incorporating AI tools for design and feedback.

Foundation Skills 1: Personal & Career Foundations

a. Develop personal goals and values through self-direction, motivation, and monitoring, leveraging AI tools for tracking and self-assessment.
b. Demonstrate ethical principles and moral reasoning in personal, professional, family, and societal contexts.
c. Enhance personal well-being by integrating concepts of positive psychology, holistic development, mental, and physical health.

Macroeconomics

a. Discuss the fundamental principles of macroeconomics.
b. Identify macroeconomic phenomena and principles in action in current world socio-political and economic events.
c. Use AI tools to explain and interpret macroeconomic data.
d. Examine the role of monetary and fiscal policies in achieving national macroeconomic objectives.
e. E Apply relevant macro-economic principles to explain current national, regional and world socio-political and economic events.

Sustainability & Corporate Social Responsibility

a. Explain the importance of sustainability, corporate social responsibility, social entrepreneurship in a global business environment.
b. Work in teams and independently to discuss and address social and environmental problems in the context of business as well as the ethical implications of sustainability.
c. Identify and manage global opportunities and challenges in sustainability, business, and society.
d. Explain the social and environmental impacts of business conduct and innovate evidence-based solutions.
e. Communicate sustainability and CSR concepts effectively in international and cross-cultural business environments.

Marketing

a. Explain the fundamental concepts of marketing, including the role and functions of marketing within organizations.
b. Discuss how environmental factors, including ethical considerations, affect marketing strategies and the role of marketing research in understanding consumer and business behaviour.
c. Develop and implement marketing plans that evaluate segmentation, targeting, and positioning (STP) strategies to identify and reach target markets effectively.
d. Analyse the impact of digital technologies and artificial intelligence on marketing practices and consumer behaviour.
e. Communicate marketing analysis outcomes and recommendations effectively to diverse audiences using strong communication and teamwork skills.

Introduction to AI in Business

a. Demonstrate a practical understanding of the fundamental concepts and technologies of AI and their relevance to business applications.
b. Apply various AI tools and techniques to analyse and solve real-world business problems.
c. Develop decision-making skills by leveraging AI technologies to create innovative business solutions.
d. Identify and implement AI strategies to optimize business processes and enhance operational efficiency
e. Evaluate and apply ethical considerations in the deployment of AI technologies within business contexts.

Regional Immersion Project 1

a. Create basic questionnaires to conduct surveys and interviews, and discuss the ethical implications of project decisions.
b. Collaborate effectively in teams to complete projects, leveraging diverse perspectives and tools to achieve shared goals.
c. Build confidence in managing projects within a real-world business context.
d. Apply problem-solving and decision-making skills to address real-world business challenges encountered during the project.
e. Present project analysis results and recommendations clearly to varied audiences, leveraging effective communication and collaborative skills.

Foundation Skills 2: Ethics and Moral Reasoning

a. Grasp the basic principles of philosophy, ethics, moral reasoning, and virtues in a global business environment.
b. Demonstrate teamwork skills in group tasks and activities to examine current practices and emerging trends, supporting the world of work (business and leadership).
c. Develop problem-solving and decision-making skills while discussing ethical dilemmas and moral reasoning.

Organisational Behaviour

a. Explain the concepts, theories and models of organisational behaviour.
b. Examine the factors influencing individual and group behavior within organisations and their impact on business performance.
c. Utilise AI tools to refine organisational behaviour models using predictive analytics and data analysis.
d. Apply various organisational behaviour concepts and models to analyse real-world business challenges and scenarios and present recommendations improve workplace outcomes.
e. Communicate key concepts effectively, both independently and within team settings

Statistics

a. Demonstrate an understanding of the fundamental concepts and techniques of statistics
b. Organise and summarise data by using descriptive statistics and appropriate statistical graphics.
c. Use simple and multiple regression models to analyze the underlying relationships between the variables.
d. Apply AI assisted statistical tools and models to undertake data analysis and inform decision making in different business settings.
e. Communicate key concepts effectively, both independently and within team settings

Supply Chain, Logistics & Operations Management

a. Explain the basic quantitative concepts and tools of Supply Chain, Logistics and Operations Management
b. Explain how incorporating sustainability and ESG principles can drive long term value and promote responsible business practices.
c. Recognise how AI improves operational occupancy, reduce errors, and enhances efficiency in business processes.
d. Apply the appropriate Operations Management tools and techniques including AI-driven solutions, to provide realistic solutions to relevant business situations.
e. Communicate key concepts effectively, both independently and within team settings

Financial Accounting

a. Explain the basic concepts and principles of accounting and accounting terminology in line with the latest accounting standards.
b. Examine the impact of transactions and time period assumptions on a firm's accounts and financial statements.
c. Record financial transactions and prepare income statements, balance sheet and cash flow statements.
d. Recognise the importance of universal accounting standards, accurate financial reporting and full disclosures.
e. Use various financial statement analysis tools to examine a firm's financial performance and health in comparison to its past performance and with its peers.

Business Disruptive Technology

a. Explain the emerging global technology trends, and their impact on various business sectors.
b. Identify the benefits, challenges and risks associated with adopting emerging technologies.
c. Formulate strategies for using emerging technologies in real world business settings to stay competitive.
d. Propose an innovative and implementable business idea /solution that leverages one or more of the emerging technologies.
e. Communicate key concepts effectively, both independently and within team settings

Employability and Practitioner Skills Series 1: Emotional Intelligence

a. Discuss different personality types and attributes of emotional intelligence and empathy
b. Evaluate emerging trends and technologies to enhance personal development and professional effectiveness in the workplace.
c. Exhibit the skills, knowledge, and self-awareness, including emotional intelligence and empathy, to enhance employability and capability in the corporate world.

Corporate Finance

a. Grasp key principles such as the time value of money, capital budgeting techniques (e.g., NPV, IRR), and cash and working capital management, and apply them in decision-making.
b. Evaluate the relationship between accounting profits and cash flow
c. Assess the impact of capital structure and leverage on market value and returns
d. Work in teams and independently to apply appropriate financial management tools and techniques in decision making for projects, investments and capital structure
e. Analyse financial statements to identify trends, assess financial health, and make informed strategic decisions while considering ethical implications and promoting responsible financial practices.

Decision Science & Analytics

a. Grasp key concepts of decision science, including cognitive processes, decision-making steps, and their importance in business and leadership.
b. Employ interpersonal skills and communication tools in various business contexts, while addressing ethical considerations around data access and confidentiality
c. Utilise various methodologies, including multiple criteria and objective decision-making, to enhance the decision-making process.
d. Apply simple decision-making models (and strategic thinking processes) to devise innovative solutions to improve individual and team judgement and decisions
e. Evaluate the ethical implications of decision-making processes and outcomes, ensuring responsible and transparent practices in business and leadership contexts.

Research Methodology

a. Assess the suitability of research methodology/tools and recognise the limitations of quantitative and qualitative methods.
b. Interpret research findings to address business needs and derive actionable insights.
c. Develop research questions, create questionnaires, collect data, and communicate findings through well-structured reports that cater to a global business audience.
d. Work in teams and independently to responsibly prepare research proposals.

e. Discuss the ethical considerations in research design and implementation, ensuring integrity, transparency, and respect for participants' rights throughout the research process

Data Science for Business

a. Explore fundamental data science concepts and their applications in a global business context.
b. Analyse data to assess current trends, estimate projections, and communicate insights in various business contexts.
c. Work as a Team or independently to utilise quantitative methods to solve data science challenges and make informed decisions.
d. Evaluate data from multiple perspectives to generate new insights.
e. Assess the ethical implications of data science practices, ensuring responsible use of data and promoting transparency and fairness in analysis and decision-making.

Regional Immersion Project 2

a. Perform advanced primary research and analyse local business environments and how these relate to regional and global industry trends.
b. Through teamwork and independently, develop innovative solutions to business challenges, applying regional knowledge and analytical skills.
c. Apply problem-solving and decision-making skills to address real-world business challenges encountered during the project.
d. Communicate project analysis outcomes and recommendations effectively to diverse audiences using strong communication and teamwork skills.
e. Evaluate the ethical considerations in project implementation, ensuring integrity, transparency, and respect for stakeholders throughout the process.

Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity

a. Discuss how team dynamics, personality traits and different leadership styles influence decision-making and business practices in a global context.
b. Work as a team and independently to analyse and discuss the relationship between motivation, type of followers, culture code, and team performance
c. Evaluate ethical decision-making frameworks and their application in leadership scenarios, considering the impact of emerging technologies and global challenges.

Strategic HRM

a. Gain insights of the real-world application of human resources management (HRM) concepts.
b. Select appropriate approaches and the use of technology such as AI for employee recruitment, appraisal, development, rewards and retention.
c. Assess HRM theories, concepts, and technology in the context of the contemporary and emerging HRM environment
d. Examine the impact of cultural differences on the application of HRM both locally and internationally.
e. Communicate key concepts effectively, both independently and within team settings

Strategic Cost Accounting

a. Explain the principles of cost accounting and the basic cost accounting concepts.
b. Effectively prepare a master budget, demonstrating an understanding of responsible accounting principles.

c. Recognise the role of cost accounting in management tasks such as planning, controlling and decision-making while understanding key sustainability metrics and frameworks.
d. Exhibit deep insight into the application of specialist tools such as Activity-Based Costing and the Balanced Scorecard
e. Communicate key concepts effectively, both independently and within team settings

Foundations of Entrepreneurship

a. Explain the key drivers behind the creation of new ventures and assess the associated risks.
b. Evaluate new venture opportunities and build a compelling business case.
c. Describe sources of financing, deal structuring, venture capital, private equity markets, and business valuation.
d. Present a business case persuasively to potential investors.
e. Communicate key concepts effectively, both independently and within team settings

Employability and Practitioner Skills Series 3: Communicating Effectively

a. Demonstrate effective communication skills across various contexts, including presentations, pitches, and meetings, while leveraging emotional intelligence, leadership, and cross-cultural dexterity.
b. Use negotiation and conflict resolution techniques suited to different personal styles and cultures and manage difficult situations
c. Apply personal selling techniques by identifying individual preferences and adapting strategies to align with diverse customer styles.

Business Law

a. Explain the foundational principles of contract law and the legal framework surrounding business entities.
b. Examine the implications of applying existing laws, recognising potential legal restrictions and challenges in business contexts.
c. Evaluate legal issues related to business operations, company law, and commercial transactions.
d. Develop culturally sensitive and legally sound strategies to negotiate and resolve business-related legal disputes.
e. Assess the ethical implications of business decisions and legal strategies, ensuring compliance with laws and promoting fairness and integrity in all business operations.

Decision Making

a. Utilise decision-making techniques and tools to process information effectively.
b. Apply decision-making techniques to complex and routine problems.
c. Assess potential outcomes by weighing relevant factors to determine the best course of action.
d. Extend decision science methods to develop creative solutions for business and leadership challenges.
e. Evaluate the ethical considerations in decision-making processes, ensuring responsible and transparent practices in business and leadership contexts.

Advanced Quantitative Methods

a. Apply advanced quantitative methods and statistical tools in business and leadership.
b. Use data and conceptual models to develop and address complex research questions.

c. Apply quantitative techniques and models to specific business disciplines, providing insights and interpreting findings for various stakeholders.
d. Address conflicts and discrepancies in conceptualisation, methodology, data collection, analysis, and findings.
e. Evaluate the ethical implications of quantitative methods and statistical analyses, ensuring responsible use of data and promoting integrity in research and business practices.

Project Management

a. Identify and apply established methods and tools for effective project management.
b. Evaluate best practices in project conception, planning, and execution.
c. Assess the viability of project proposals by analysing success factors and potential challenges in execution.
d. Communicate project decisions and outcomes effectively to diverse stakeholders.
e. Plan and execute a project successfully as part of a team.

Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility

a. Understand and apply concepts, tools, and frameworks for innovation, creativity, and agility in business.
b. Assess personal creativity and innovation styles and apply them to real-world projects and challenges.
c. Use strategic thinking and problem-solving tools to pitch new business strategies.

Strategic Management

a. Analyse the role of strategic management in the creating sustainable organisations.
b. Use external environmental and internal analysis frameworks and models assisted by AI tools to evaluate the competitive landscape for organisations.
c. Compose business vision, mission and strategic objectives that incorporate sustainability, social responsibility, and ethical governance.
d. Apply the key steps in building a strategy to develop or enhance an existing strategic plan.
e. Evaluate organisations' strategic performance using established frameworks and permitted AI assistance tools.

Australian Business Environment

a. Evaluate the evolution and growth of the Australian business environment, including economic systems, market structures, and competitive dynamics.
b. Evaluate the effects of globalisation, government policies, and technological advancements on the Australian business environment
c. Analyse the roles and functions of government in the fields of economics, industry, education and social policy and forecast their implications for markets
d. Integrate key aspects of the Australian business landscape to design and develop effective business decision models.
e. Communicate key concepts effectively, both independently and within team settings

Advanced AI in Business

a. Demonstrate a deep understanding of advanced AI theories and technologies.
b. Develop and implement strategic AI solutions to complex business problems.
c. Optimize business processes using advanced AI techniques and tools.
d. Analyse and apply ethical principles and governance frameworks in AI deployment.

e. Innovate and lead AI-driven projects to enhance business performance.

Action Learning Project

a. Identify and evaluate a market need or business opportunity, developing a comprehensive proposal that includes an industry study and research framework.
b. Translate a business opportunity into a viable venture by progressing through key stages such as proposal development, research, and analysis, while adhering to ethical standards.
c. Prepare and present a detailed project report, making evidence-based recommendations and justifying decisions to key stakeholders.
d. Manage key project deliverables, including the project charter, plan, change control process, and status reports.
e. Develop effective strategies to promote the venture, leveraging digital tools and market research insights.

SPECIALIZATION UNITS

FINANCE

Financial Statement Analysis

a. Demonstrate an understanding of the principles and concepts underpinning the basic financial statements.
b. Analyse the different dimensions of financial statements from a managerial standpoint.
c. Critically examine the different aspects of accounting standards.
d. Identify trends in the real world, including Artificial intelligence and machine learning.
e. Effectively present the findings from the analysis of financial information obtained from financial statements.

Financial Markets and Institutions

a. Explain the functions and structures of capital and money markets, including various financial instruments and institutions.
b. Examine the global investment environment, including current challenges, interest rate behaviour, and the interaction between financial markets, institutions, and the economy.
c. Evaluate local and international events to develop strategies for minimising risk and managing conflicts in financial markets.
d. Assess the impact of financial market dynamics on investment strategies, considering both short-term and long-term instruments.
e. Communicate key concepts effectively, both independently and within team settings

International Finance

a. Discuss the different financial products available in the international market and the related regulatory guidelines
b. Interpret data relevant to managing international finance and trade – including currency, fixed income and balance of payment data.
c. Evaluate techniques and instruments for managing risks in cross-border trade and develop strategies to manage such risks.

d. Examine financial reports and current journal articles to present innovations, trends, and associated challenges in international finance.
e. Evaluate the ethical implications and ESG (Environmental, Social and Governance) considerations in international finance, ensuring responsible investment practices and promoting sustainability in global business operations.

Investment Analysis

a. Explain security analysis and portfolio management to highlight how asset diversification reduces investment risk.
b. Compare high-risk investment options and solve financial challenges in a dynamic market.
c. Explore market trends and formulate strategies to optimise portfolio performance.
d. Utilise investment management models to accurately value various asset classes and portfolios.
e. Communicate key concepts effectively, both independently and within team settings

Financial and Risk Modelling

a. Evaluate investments and model cash flows from a risk management perspective, using tools and techniques for capital investment risk analysis.
b. Conduct real option analysis and utilise financial modelling techniques to assess capital investment decisions and manage risk.
c. Analyse merger and acquisition risks to understand their impact on financial performance.
d. Implement financial modelling techniques to assess and optimise capital structure, security prices, and Value at Risk.
e. Develop strategies to mitigate financial risks and enhance investment decision-making through comprehensive analysis and forecasting.

Trading and Portfolio Management

a. Develop and recommend portfolio structures and trading strategies suited to various investor profiles.
b. Design Investment Policy Statements (IPS) and portfolios for various investor types, applying professional ethics and standards.
c. Conduct technical analysis to guide trading and portfolio construction in real-world scenarios.
d. Evaluate trading strategy and portfolio performance using performance attribution metrics.
e. Communicate investment strategies and performance evaluations effectively to stakeholders, ensuring clarity and informed decision-making.

MARKETING

AI-Driven Digital Marketing

a. Design and implement ethical, AI-driven digital marketing campaigns that achieve goals while respecting privacy, societal impact, and environmental sustainability.
b. Evaluate AI and consumer insights from social listening and online behaviour analysis to improve digital marketing strategies.
c. Leverage AI and web analytics to manage online brand perception, personalise content, and improve consumer engagement and conversions.
d. Apply AI-powered digital marketing strategies and track key metrics to optimize campaign performance.
e. Communicate key concepts effectively, both independently and within team settings

Client Relationship Management

a. Discuss product portfolio planning and service experience design, including the introduction of new service concepts.
b. Address gaps in the service profit chain by applying targeted strategies to enhance overall performance and profitability.
c. Differentiate between line extension and brand extension strategies.
d. Design a service experience plan to achieve customer satisfaction.
e. Communicate key concepts effectively, both independently and within team settings

Sales and Channel Management

a. Grasp the strategic role and planning process in sales and channel systems.
b. Select effective channel and determine the right mix to enhance reach and effectiveness.
c. Apply strategies for key account and territory management using sales automation tools.
d. Develop sales strategies, ensuring ethical practices and effective team management.
e. Evaluate the ethical implications of sales and channel strategies, ensuring responsible practices and promoting transparency and fairness in customer interactions.

Branding and Communication

a. Apply key branding concepts and processes to manage brands across different products, services, and cultures.
b. Evaluate and apply frameworks and metrics to assess and develop effective communication plans.
c. Propose innovative communication strategies, including budget formulation and agency briefing.
d. Present analytical insights and recommendations in both written and verbal formats.
e. Communicate key concepts effectively, both independently and within team settings

Cross-cultural marketing

a. Demonstrate an understanding of cultural differences and their impact on consumer behaviour.
b. Develop and implement marketing strategies tailored to different cultural and ethical contexts.
c. Conduct research to identify cultural preferences and trends.
d. Communicate marketing messages effectively across diverse cultural audiences.
e. Evaluate ethical issues in cross-cultural marketing and apply responsible marketing practices.

Retail Management

a. Grasp the fundamentals of retailing, including the various types of retailers and the concept of multichannel retailing.
b. Analyse customer buying behavior and develop effective retail strategies that incorporate market, financial, and site location considerations.
c. Apply principles of merchandise management, including planning, buying, pricing, and retail communication strategies, to optimize retail operations.
d. Utilise concepts of store management by designing effective store layouts, implementing visual merchandising techniques, and enhancing customer service.
e. Evaluate the impact of emerging technologies on retail strategies and operations, ensuring adaptability and innovation in a dynamic market.

ENTREPRENEURSHIP **

No-Code Programming

a. Understand the basic underlying concepts of computer programming, especially those of variables, data types, control structures, and functions
b. Apply basic Python syntax such as indentation, assignment, operators, and error handling
c. Explain the concepts and frameworks of Generative AI and how it is used to build software applications
d. Apply Generative AI to create, debug and refine Python software using prompts
e. Develop AI-powered business applications using prompt engineering and no-code platforms

Commercialisation Strategy

a. Assess new business opportunities through feasibility studies and competitor analysis.
b. Choose effective business structures to successfully launch and manage new ventures.
c. Manage teams and stakeholders, and work with service providers and suppliers, to ensure sustainable business growth.
d. Apply strategies to launch and grow a business, including pricing, protecting intellectual property, managing finances, and complying with regulations.
e. Communicate key concepts effectively, both independently and within team settings

Entrepreneurial Finance and Fund Raising

a. Explain the key steps in financing new ventures, including stages and strategies of entrepreneurial finance and selecting appropriate funding partners at each stage.
b. Examine the different methods of valuating a new venture, including technology- based ventures and AI startups.
c. Evaluate risks from both funders' and entrepreneurs' perspectives and develop strategies to mitigate them.
d. Develop a practical understanding of the mechanics and complexities of crowdfunding campaigns in local and global contexts including equity crowdfunding.
e. Assess the ethical considerations in entrepreneurial finance, ensuring responsible funding practices and promoting integrity and transparency in venture development.

Growing Global

a. Identify the critical factors and global variations affecting the process of expanding and globalising a business.
b. Conduct a financial needs assessment and forecast revenues and cash flows.
c. Utilise innovation strategies to develop plausible solutions for complex challenges and questions.
d. Appraise the cultural and ethical challenges and opportunities when globalising a business.
e. Communicate key concepts effectively, both independently and within team settings

Deal Structuring

a. Identify key considerations in forming business alliances and partnerships.
b. Apply various valuation methods, including DCF, relative value, venture capital methods, and real options, to determine new venture valuations.
c. Design effective deal structures and contracts, focusing on term sheets, valuation-based contracting, and aligning interests through negotiations and simulations.

d. Evaluate financing options and exit strategies for entrepreneurial ventures, including assessing IPOs, pricing, and market timing.
e. Communicate complex valuation analyses and deal structures effectively to stakeholders, promoting transparency and informed decision-making.

Social Entrepreneurship

a. Understand social innovation and entrepreneurship in a global context.
b. Evaluate the role of technologies such as AI and IoT in social innovation and enterprises.
c. Evaluate the different aspects of growth strategies and opportunities with new media.
d. Identify new venture opportunities and develop an implementation plan for a new social venture.
e. Assess the impact of social and environmental factors on social innovation and entrepreneurship, promoting sustainable and ethical practices.

**This specialisation will not be available from the September 2025 intake onwards.

AI FOR BUSINESS**

No-Code Programming

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b. Apply basic Python syntax such as indentation, assignment, operators, and error handling
c. Explain the concepts and frameworks of Generative AI and how it is used to build software applications
d. Apply Generative AI to create, debug and refine Python software using prompts
e. Develop AI-powered business applications using prompt engineering and no-code platforms

AI Applications in Business

a. Apply Generative AI concepts and tools to solve common business challenges, with a focus on enhancing operational efficiency and customer engagement
b. Analyse and select appropriate AI solutions for different business functions, demonstrating understanding of their potential impact on organizational performance
c. Apply Retrieval Augmented Generation and LLM agents to improve business functions
d. Evaluate the effectiveness of AI implementations through business case studies, identifying key success factors and potential risks in various industry contexts
e. Develop a strategic framework for AI adoption in business settings, incorporating risk management, ethical considerations, and ROI analysis

Strategic AI Implementation in Business

a. Evaluate the strategic role of Generative AI in enhancing leadership, team dynamics, and innovation, using real-world case studies (e.g., Netflix, Unilever) to assess its transformative potential.
b. Analyse Design AI-augmented workflows for talent development, organizational change, and competitive strategy, leveraging tools like AI-driven SWOT analysis and workforce analytics.
c. Evaluate Formulate ethical frameworks for AI adoption in business, addressing bias, transparency, and governance challenges through debate and scenario analysis.
d. Measure the ROI of AI implementations in operational and strategic contexts, developing KPIs to quantify impact on productivity, innovation, and market positioning.
e. Propose a strategic AI implementation plan for a business challenge, integrating leadership goals, technical feasibility, and change management principles in a capstone project.

AI Product Exploration and Design

a. Evaluate AI applications across industries by synthesizing contemporary research, market trends, and industry insights to identify viable product opportunities.
b. Apply theoretical and practical knowledge of AI, management, and business strategy to conceptualize and develop an innovative AI-driven product proposal aligned with industry needs.
c. Work collaboratively in teams to conduct market research, analyse feasibility, and iteratively refine a product concept into a structured business model with a clear value proposition.
d. Demonstrate ethical reasoning and responsible AI principles in the design and development of AI-based solutions, ensuring alignment with social, legal, and professional considerations.
e. Communicate project findings effectively through a well-structured report and professional presentation, incorporating data-driven analysis, strategic insights, and actionable recommendations.

Ethics and Law in AI

a. Analyse key ethical principles and legal frameworks governing AI use in business contexts, demonstrating a comprehensive understanding of fairness, accountability, transparency, and privacy issues.
b. Evaluate the impact of AI on business decision-making processes, regulatory compliance, and corporate social responsibility through real-world case studies.
c. Develop strategies for ethical risk assessment and AI governance in various business functions, including marketing, finance, and human resources.
d. Apply ethical and legal considerations to assess AI implementations in different industry contexts, identifying potential risks and proposing mitigation strategies.
e. Create an AI ethics and compliance framework for a specific business scenario, demonstrating the ability to integrate ethical principles and legal requirements in AI adoption.

AI Capstone

a. Demonstrate the ability to integrate AI applications with business strategy by identifying market opportunities, defining business models, and developing AI-driven solutions for real-world problems.
b. Analyse industry challenges, synthesize relevant information, and apply structured problem-solving techniques to design and develop an AI-based product with commercial viability.
c. Work effectively in a team to manage project timelines, allocate responsibilities, and execute a structured development process from ideation to prototype deployment.
d. Evaluate the ethical, legal, and societal implications of AI solutions and ensure responsible AI development practices aligned with industry regulations and business ethics.
e. Develop and present a comprehensive business proposal, technical demonstration, and final pitch to faculty and industry stakeholders, showcasing the product's innovation and business potential.

AI Capstone Extended

a. Integrate advanced business strategies and AI technologies to create an innovative and feasible AI-driven product.
b. Analyse industry challenges, synthesize relevant information, and apply structured problem-solving techniques to design and develop an AI-based product with commercial viability.
c. Work effectively in a team to manage project timelines, allocate responsibilities, and execute a structured development process from ideation to prototype deployment.

d. Evaluate the ethical, legal, and societal implications of AI solutions and ensure responsible AI development practices aligned with industry regulations and business ethics.
e. Produce a final prototype and demonstrate its feasibility and commercial viability to stakeholders

***This specialisation will be offered from the September 2025 intake onwards, pending approval from the Governing Board.*