Module code	SEL611	**Level**	6
Module title	Understanding Artificial Intelligence	**Credit value**	10
Common/Core/ Elective	Elective	**ECTS Credits**	5
		Notional learning hours	100
Courses on which the module is taught	All	**Teaching Period**	Autumn/ Spring

1. Module description

In this module, you will investigate the impact of artificial intelligence in the digital ecosystem. AI is currently driving change across all industries and will have a significant impact in how we work, live and learn. More than automating processes, machines are on the cusp of leading processes and conducting higher-level tasks to unimaginable levels.

This module will equip you with the tools and knowledge to understand and maximise the potential impact of AI. This will be an immersive and interactive experience where you will have the chance to explore the strategies behind AI and its implications for the development of complex technologies and new ways of living.

You do not require previous coding knowledge, as this module is open to all students interested in engaging with a wide range of AI tools and techniques as well as discussions on the implication of AI in our current lives and future selves.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Innovation (MLO 02)
Create and implement value propositions, combining intellectual curiosity and creativity, in the digital ecosystem.

Digital Data and Tools (MLO 06)
Appraise and utilise digital tools and data in varied social contexts and in different professional settings.

3. Learning & Teaching Methods

This module will offer you an in-depth understanding of AI, its applications, benefits, and limitations in social and business contexts. As such, you will explore the concepts and trends in AI, learn its diverse applications and areas for potential impact, as well as understand its ability to disrupt and transform.

This module will expose you to an immersive and interactive learning environment, allowing you to bring your own experiences and views into discussions. This will allow you to fully explore the potential of AI, whilst also learning about what is (and what is not) AI. This module adopts a practical and experiential approach, allowing you the opportunity to experiment with AI, allowing you to fully explore how it can be leveraged for value-creation, implementing it in practice. You will be encouraged to adopt an innovative and creative mindset, and identify how to address real-world problems through AI. You will also reflect on

the ethical and moral implications of AI, exploring the human and social costs of AI, and what the future implications for this will be.

Through this learning process, you will learn how to critically appraise these technologies and be effective problem-solvers. You will also develop new skills towards thinking through AI solutions and its links to emergent technologies (IoT, Metaverse, Mobile Technologies) and Human-AI relations, as part of a wider ecosystem.

Varied learning and teaching methods are employed on this module, such as: workshop/ lab sessions, interactive tutorials, guided activities, self-directed exercises, experimental sessions, and group discussions. These different methods, along with feedback and formative assessment(s), will prepare you for the summative assessment, an opportunity to showcase your learning journey and how you have met the learning outcomes of the module.

Learning hours	
Directed learning	**36 hours**
Workshops/classes	36
Guided/Self-guided learning	**64 hours**
Total	100

4. Assessment, formative feedback and relative weightings

Assessment: Project (Group Assessment)
Weight (%): 100
Wordcount and equivalent: chatbot + 10 minutes presentation

In groups, you will develop a chatbot for one of the following areas:

Retail, Health, Automobile, Public Services, Education, Government.

The chatbot will be accompanied by a 10-minute video presenting evidence of the presenting evidence of the process and the evaluation of the result, including how the chatbot has been developed, tested, and how its functionality and purpose have been evaluated. You should also critically assess the effectiveness and relevance of the virtual assistant.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback

Mapping of assessment tasks for the module										
Assessment tasks	**MLO2**	**MLO6**								
Chatbot Project	x	x								

5. Indicative resources

Boddington, P. (2017) Towards a Code of Ethics for Artificial Intelligence. New York: Springer.

Frankish, K. (ed.) (2014) The Cambridge handbook of Artificial Intelligence. Cambridge: Cambridge University Press.

Kaplan, J. (2017) *Artificial Intelligence: What Everyone Needs to Know*. Oxford: Oxford University Press.
Kapoor, A., 2020. *Marketing in the Digital World*. Business Expert Press.

King, K., 2019. *Using Artificial Intelligence in Marketing: How to harness AI and maintain the competitive edge*. Kogan Page Publishers

Lin, P. et al. (2017) *Robot Ethics 2.0: from Autonomous Cars to Artificial Intelligence*. Oxford: Oxford University Press.
TED Talks: https://www.ted.com/playlists/310/talks_on_artificial_intelligen
https://www.kdnuggets.com/
https://www.technologyreview.com/
https://developer.ibm.com/
https://www.aitrends.com/
https://intelligence.org/
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