

Module code	BAI701			Level	7
Module title	AI Ecosystem, Ethics and Governance				
Status	Core				
Teaching Period	Autumn				
Courses on which the module is taught	MSc Artificial Intelligence for Business and Innovation				
Prerequisite modules	None				
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	N/A				
Additional costs	N/A				
Content notes	N/A				

1. Module description

Artificial Intelligence (AI) operates through complex ecosystems that combine data, computational infrastructures, organisational practices, and regulatory frameworks. In this module, you will examine how ethical principles and governance arrangements shape the development and use of AI across public and private sectors. You will critically analyse how decisions embedded in AI systems influence decision-making, accountability, fairness, transparency, and broader societal outcomes.

Through an applied, problem-solving learning approach, you will engage with practical dilemmas such as managing algorithmic bias, governing data access, ensuring meaningful human oversight, and aligning innovation with emerging AI regulations. In dedicated Tech Lab sessions, you will design and assess AI governance protocols, translating ethical and policy considerations into operational choices.

Drawing on industry and policy-oriented case studies, you will develop the skills needed to lead and govern AI systems responsibly in complex, high-impact contexts. Building practical fluency in managing AI platforms and cloud environments is a core learning outcome, with activities aligned to professional pathways..

2. Learning Outcomes

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

Professional Development (MLO 03)

Articulate a plan for continuing professional development in relation to the skills and capabilities required to work with AI in contemporary contexts, integrating technical knowledge, AI governance expertise, and ethical and regulatory awareness.

Digital Data and Tools (MLO 06)

Appraise and utilise digital data, AI systems, and analytical tools across economic, managerial, and organisational dimensions, to analyse, implement, and govern AI systems in complex, real-world contexts.

Interdisciplinary Perspectives (MLO 09)

Integrate business, technological, legal, and ethical perspectives to assess and govern AI-driven activities in complex institutional and market environments, developing context-sensitive governance strategies that balance innovation, risk, and accountability.

Human & Environmental Impact (MLO 10)

Evaluate the human and environmental impacts of AI-enabled activities, including ethical and governance considerations, to inform more sustainable solutions, balancing societal outcomes, environmental sustainability, and regulatory requirements in AI governance.

3. Learning and teaching methods, and reasonable adjustments

Different learning and teaching methods are used in this module through active and applied learning, including case-based workshops, interactive simulations, guided activities, self-directed study, and group discussion. Teaching methodology specifically includes engagement with AI tools. These methods, together with ongoing feedback and formative assessment, will support your preparation for the summative assessment, where you will demonstrate your understanding of AI ecosystems, ethics, and governance in relation to real business and policy challenges.

Learning hours			200
Directed learning			48
Workshops			
48			
Guided/Self-guided learning			152

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment Component 1: Other (Group Hearing), 50% TMM, 15 minutes hearing and approximately 750 words (2-page) briefing

You will be assigned to a group and allocated a specific AI application used in a business or public-sector context. Each group will produce a 2-page governance (approximately 750 words) briefing analysing the AI application as part of a wider ecosystem for a live stakeholder hearing. The briefing should outline the system's purpose, the organisations involved, key data and stakeholders, and the main ethical, legal, and governance risks. You should clearly distinguish between what is known and what remains opaque, and identify the evidence required to support responsible deployment or scaling.

In a live hearing session, your group will conduct a stakeholder hearing based on your governance brief. Each member will deliver a short position statement from an assigned stakeholder perspective and participate in discussion. While one group conducts its hearing, students from other groups will act as external governance challengers, contributing questions that test assumptions, evidence, and accountability.

Allocation of marks for individual in this group work will be specified in the module assignment brief.

Assessment Component 2: Report (Decision sheet), 50% TMM, 1000 words ($\pm 10\%$)

Individually, you will submit a structured governance and deployment decision sheet using the provided template, based on the governance briefing and stakeholder hearing in Assessment 1. You will be required to make and justify concrete decisions regarding the deployment, oversight, and accountability of the AI application. This includes specifying governance conditions, monitoring and audit mechanisms, and triggers for intervention or suspension. Your submission should demonstrate how ethical, regulatory, and organisational considerations have been translated into operational choices.

Further details of the precise assessment components and allocation of marks will be specified in the module assignment brief.

Mapping of assessment tasks:

Assessment components	LO3	LO6	LO9	LO10
Other	x	x		
Report			x	x

The above assessment components are summative. You will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Core Readings:

Crawford, K. (2022) *Atlas of AI: Power, Politics, and the Planetary Costs of Artificial Intelligence*. New Haven, CT: Yale University Press.

European Commission (2021) *Proposal for a Regulation laying down harmonised rules on artificial intelligence (Artificial Intelligence Act)*. Brussels: European Commission.

Further readings:

O'Neil, C. (2016) *Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy*. New York: Crown.

Pasquale, F. (2015) *The Black Box Society: The Secret Algorithms That Control Money and Information*. Cambridge, MA: Harvard University Press.

Yeung, K. and Lodge, M. (eds.) (2019) *Algorithmic Regulation*. Oxford: Oxford University Press.

Agrawal, A., Gans, J. and Goldfarb, A. (2018) *Prediction Machines: The Simple Economics of Artificial Intelligence*. Boston, MA: Harvard Business Review Press.

Coeckelbergh, M. (2020) *AI Ethics*. Cambridge, MA: MIT Press.

Dubber, M.D., Pasquale, F. and Das, S. (eds.) (2020) *The Oxford Handbook of Ethics of Artificial Intelligence*. Oxford: Oxford University Press.

Noble, S.U. (2018) *Algorithms of Oppression: How Search Engines Reinforce Racism*. New York: New York University Press.

OECD (2019) *OECD Principles on Artificial Intelligence*. Paris: OECD Publishing.

NB: This list of indicative resources is illustrative only and subject to change. A full list of resources will be provided on the module Blackboard site and updated from time to time.