Module code	**BAI703**			**Level**	7
Module title	**AI Strategy and Consulting for Value Creation**				
Status	Core				
Teaching Period	Spring				
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

This module examines how Artificial Intelligence strengthens organisational strategy and delivers measurable business value. The module introduces consulting frameworks used to diagnose organisational needs, assess AI readiness, and design responsible AI-enabled solutions. You will learn how leaders and consultants frame AI problems, define strategic value propositions, and align AI initiatives with wider organisational goals. Using consulting-style cases, applied tasks, and live scenarios, you will be able to analyse how AI supports strategic planning, operational improvement, customer experience, and innovation, working collaboratively to influence and advise stakeholders across organisational contexts. The emphasis is on strategic decision-making, stakeholder engagement, and change leadership rather than technical development. By the end of the module, you will develop the ability to shape, assess, and challenge AI-driven strategies within consulting and organisational contexts focused on long-term, sustainable value creation.

2. Learning Outcomes

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

Collaboration (MLO 01)
Lead, influence, and negotiate collaboratively to resolve complex and ambiguous AI-related strategic and organisational challenges in complex and ambiguous situations.

Innovation (MLO 02)
Create and implement AI-enabled opportunities and propose innovative value propositions combining intellectual curiosity and creativity to support organisational strategy and value creation.

Decision-making (MLO 04)
Formulate AI value propositions and informed decisions aligned to complex business goals and explain how AI contributes to the strategic opportunities for value creation.

Communication (MLO 05)
Communicate persuasively with senior stakeholders, providing strategic advice orally and/or in writing to address organisational, operational, and responsible challenges arising from AI implementation and integration within multicultural and /or international settings.

3. Learning and teaching methods, and reasonable adjustments

Different learning and teaching methods are used in this module through active and applied learning, including consulting-style cases, applied tasks, live scenarios, 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 how AI can be used to strengthen organisational strategy and build sustainable values.

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: Report, 50% TMM, 2500 words (±10%)

You will produce an individual consulting-style diagnostic report analysing an organisation's readiness for Artificial Intelligence adoption and the strategic opportunities for value creation.

The assessment emphasises problem framing, structured analysis, and strategic judgement in relation to AI-enabled value propositions rather than technical system design.

Assessment Component 2: Presentation (Group Assessment), 50% TMM, 10-12 minutes

Building on the lessons learned from Assessment 1, you will progress to delivering a professional advisory presentation aimed at senior organisational stakeholders, proposing an AI-enabled strategy designed to deliver measurable and sustainable business value.

This assessment evaluates your ability to translate strategic analysis into persuasive advisory recommendations, engage senior stakeholders, and balance value creation with responsible AI practices.

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

Mapping of assessment tasks:

Assessment components	LO1	LO2	LO4	LO5
Report		x	x	x
Presentation	x	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:

Thomas, R., Zikopoulos, P. and Soule, K. (2025) *AI Value Creators: Beyond the Generative AI User Mindset*. Sebastopol, CA: O'Reilly Media.

Holmström, J. (2026) *AI Innovation in Business: How Artificial Intelligence Can Create Value for Organizations*. Abingdon: Routledge.

Further readings:

Proksch, M., Paliwal, N. and Bielert, W. (2024) *The Secrets of AI Value Creation: A Practical Guide to Business Value Creation with Artificial Intelligence from Strategy to Execution*. Hoboken, NJ: John Wiley & Sons.

Iansiti, M. and Lakhani, K.R. (2020) *Competing in the Age of AI*. Boston, MA: Harvard Business Review Press.

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

MIT Sloan Management Review (various years) Research-led practitioner articles on AI, analytics, and strategic decision-making. Available at: https://sloanreview.mit.edu (Accessed: ongoing).

Journal of Strategic Information Systems (various years) Peer-reviewed research on digital strategy, information systems, and AI-enabled organisational change.

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.