

Module code	BAI710			Level	7
Module title	Emerging Technology Frontiers				
Status	Core				
Teaching Period	Autumn				
Courses on which the module is taught	MSc Artificial Intelligence for Business and Innovation, MSc Data Science for Business and Innovation, MSc Cybersecurity 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

Emerging Technology Frontiers explores the ideas and innovations shaping the future of business. You will examine how technologies such as Generative AI, Agentic AI, AGI, the Internet of Things (IoT), Extended Reality (XR) and Blockchain are moving beyond experimentation and into organisational practice. Through disruptive business cases and guided discussion, the module develops an understanding of how these technologies work, create value and transform industries, changing how organisations think, decide, compete and engage with their audiences. The focus is on strategic thinking, opportunity recognition and responsible innovation. Attention is given to how leaders make informed choices about adoption and implementation in environments defined by constant change. It connects technological possibility with business reality, showing how organisations design meaningful products, services and experiences. The module equips you to critically navigate emerging technologies and understand their influence on sustainable growth and competitive advantage, while maintaining a human-centric approach to strategic business decision making.

2. Learning Outcomes

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

Innovation (MLO 02)

Create and justify value propositions for emerging technologies by combining intellectual curiosity and creativity to address strategic business challenges through responsible innovation.

Digital Data and Tools (MLO 06)

Appraise and utilise emerging digital tools and platforms to explore, evaluate and communicate the business implications of emerging technologies in organisational contexts.

Discipline Knowledge (MLO 07)

Critique and synthesise theories, concepts and innovations at the forefront of emerging technologies to evaluate their strategic business impact and organisational relevance.

Discipline Skills (MLO 08)

Combine and employ appropriate frameworks, methods and tools to analyse organisational opportunities and challenges arising from emerging technologies.

3. Learning and teaching methods, and reasonable adjustments

This module adopts an active scenario learning approach that places you at the centre of your learning. Teaching is structured around workshops, guided discussions, case studies, interactive simulations and collaborative activities, with a strong emphasis on hands on engagement with emerging technology tools and platforms. You will explore theories and concepts through practical experimentation, critical analysis and problem-solving tasks that reflect contemporary business and organisational challenges. Digital learning technologies are used to support research, collaboration and reflection, while inclusive learning design principles ensure activities are accessible and responsive to diverse learning needs. Formative activities and feedback are embedded throughout the module to support ongoing development and prepare you for the summative assessments. You may engage with selected emerging technology tools and platforms, such as generative AI tools for creative prototyping and immersive/XR environments for scenario-based concept demonstration. Indicative examples include Adobe Firefly, Runway, Spatial and Frame VR.

Learning hours			200
Directed learning			48
Workshops	IT Lab sessions		
24	24		
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: Presentation, 50% TMM, 10 minutes ($\pm 10\%$)

Individually, you will act as a strategic advisor to an organisation of your choice. Your task is to research and identify an organisational challenge or opportunity and propose an innovative application of an emerging technology to address it. Using appropriate theories, concepts and digital tools, you will present your analysis and demonstrate how the proposed innovation could create value within the organisation.

Assessment component 2: Video (Group assessment), 50% TMM, 5 minutes ($\pm 10\%$)

You will create a video to showcase the concept of a proposed innovative application of an emerging technology for your chosen organisation. Using a virtual environment, you will showcase the innovative application, the core user experience, and value proposition. Justify your concept choices and highlight responsible innovation considerations in your concept proposal and the challenges it addresses.

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	LO2	LO6	LO7	LO8
Presentation	x	x	x	
Video	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:

Kwok, A.O.J. and Teh, P.-L. (eds.) (2025) *Emerging Technologies in Business: Innovation Strategies for Competitive Advantage*. Singapore: Springer.

Further readings:

Alareeni, B. and Hamdan, A. (eds.) (2025) *Navigating the Digital Frontier: Harnessing Emerging Technologies for Business Success. Proceedings of ICBT 2025, Volume 1*. Cham: Springer.

MIT Technology Review (2025) *MIT Technology Review*. Available at: <https://www.technologyreview.com>

IEEE (2025) *IEEE Xplore Digital Library*. Institute of Electrical and Electronics Engineers. Available at: <https://ieeexplore.ieee.org>

World Economic Forum, *Strategic Intelligence Platform*, Available at: <https://intelligence.weforum.org/>

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.