| PROGRAMME SPECIFICATION<br>(Taught Postgraduate) |  |
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| **1** | **Awarding Institution** | Newcastle University |
| **2** | **Teaching Institution** | Newcastle University |
| **3** | **Final Award** | MSc |
| **4** | **Programme Title** | Artificial Intelligence in Business<br>Artificial Intelligence in Business (with Study Abroad |
| **5** | **Programme Code** | 5549F<br>5550F |
| **6** | **Programme Accreditation** | |
| **7** | **QAA Subject Benchmark(s)** | Masters Awards in Business Management |
| **8** | **FHEQ Level** | Level 7 |
| **9** | **Last updated** | May 2026 |

## 10 Programme Aims

This programme is designed to meet the growing demand from students across disciplines who seek to develop the skills and competencies necessary to thrive in an AI-driven business environment. Responding to the widespread adoption of artificial intelligence and digital technologies in modern enterprises, the programme equips students with the ability to harness these tools for strategic and competitive advantage, operational efficiency, and innovation. Through a three-semester structure, students gain a deep understanding of AI's role in business transformation. The curriculum also foregrounds responsible AI use, preparing students to navigate the ethical and societal challenges that accompany technological change, and positioning them for leadership roles in the evolving digital economy.

**Programme aims:**

1. Equip students with essential AI-related knowledge and skills applicable across business and management domains
2. Develop a strong understanding of how AI drives innovation, strategy, and business model transformation
3. Provide analytical tools and critical perspectives to assess and apply AI technologies in real-world contexts
4. Offer practical experience through group consultancy and individual research projects with real-life business applications
5. Promote responsible and ethical AI leadership by addressing bias, governance, and societal implications
6. Deliver experiential learning that prepares students for professional roles in AI-enhanced business environments

## 11 Learning Outcomes

The programme outcomes have references to the benchmark statements for Masters Awards in Business and Management. They provide students with opportunities to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories in their subject area, combining theory with the application of skills required to generate solutions within their discipline.

### Knowledge and Understanding

On completing the programme students should:

A1. Demonstrate a critical understanding of contemporary trends in managing artificial intelligence systems and applications

A2. Gain a foundational understanding of core AI concepts, their underlying systems, and their applications in real-world AI-driven solutions and business operations.

A3. Understand the principles of responsible, safe, and ethical use of AI technologies.

A4. Develop a solid understanding of the theories and frameworks underlying Information Systems (IS) design and how they can be applied in an AI context

A5. Critically assess the ongoing and interconnected changes in internal, macro, and micro environments that influence business decisions on building AI capabilities.

A6. Demonstrate an in-depth understanding of service strategy and management in the modern economy and organisations.

A7. Understand a benefits-driven approach to delivering value from organisational investments in AI.

A8. Demonstrate awareness of the nature and scope of advanced business research in AI.

**Teaching and Learning Methods**

Subject knowledge is delivered through a combination of direct teaching methods, including lectures and one-to-one supervision. This is complemented by interactive seminars and hands-on activities, which may involve group-based discussions, problem-solving exercises, formative feedback sessions, and individual or group project work. Learning is further supported through the application of real-world industry cases and practical tasks. Students are encouraged to engage in independent study through guided reading, critical engagement with academic literature, and access to a wide range of digital resources. Each module is structured to allocate sufficient time for independent study, promoting autonomous learning and academic development. (A1-A8)

**Assessment Strategy**

A variety of techniques are employed to assess knowledge and understanding (A1–A8) including written reports on practical work and essays; oral presentations; project proposals; quizzes and research theses. Additionally, foundational understanding is primarily measured through students' capacity to apply their knowledge to relevant scenarios in individual or group-based practical assignments, project works, and written assignments.

**Intellectual Skills**

On completing the programme students should be able to:

B1. Critically analyse the role of artificial intelligence in driving economic change and business transformation, with particular emphasis on ethical and sustainable considerations.

B2. Analyse the complex and dynamic environments influencing AI implementation in the business landscape.

B3. Appraise and reflect on the processes involved in building AI capabilities to support organisational performance and innovation.

B4. Assess and apply appropriate research methodologies to conduct empirically grounded studies in AI-driven business contexts.

**Teaching and Learning Methods**

The development of subject-specific and professional skills is supported through a blend of methods, including lectures, seminars, hands-on practical sessions, and a research project.

Focused small-group sessions allow for in-depth exploration, fostering critical thinking and analytical approaches to problem-solving, particularly in relation to AI applications and their impact on business practice. Students are also encouraged to engage in directed reading, independent study, and peer-led learning to reinforce and extend their understanding. (B1–B4)

**Assessment Strategy**

The development of subject-specific and professional skills in the analysis and application of AI within business contexts (B1–B4) is assessed on an ongoing basis through a variety of methods, including individual and group written assignments, oral presentations, and a final research dissertation or project. These assessment approaches are designed to evaluate students' comprehension as well as their capacity to apply relevant knowledge across diverse areas of business and management.

**Practical Skills**

On completing the programme students should be able to:

C1. Apply core AI concepts to real-world business scenarios to improve performance and gain competitive advantage.

C2. Analyse the evolving business and operational landscape shaped by advancements in AI and IT solutions, and provide evidence-based recommendations on their implications for business strategies, models, and operations.

C3. Apply project management skills to support digital transformation and strategic innovation driven by AI.

C4. Develop and apply skills in research inquiry, design, and implementation to address practical business and technological challenges.

C5. Manage AI-related projects effectively across different organisational contexts, aligning them with business goals and change initiatives.

**Teaching and Learning Methods**

The teaching and learning methods combine lectures with interactive seminars and case studies to help students apply theory to real-world business contexts and learn to tackle practical problems using a variety of approaches. Students engage in group discussions and practical sessions drawing on their multicultural experiences. Guest speakers contribute to the development of practical skills by offering industry insights (C1-C5).

**Assessment Strategy**

Practical skills (C1–C5) are primarily assessed through individual essays and reports, practical exercises, group project work, and research projects. Both summative and formative feedback provided during group seminars, based on real-world case studies, support students in understanding and applying the material in both theoretical and practical contexts.

**Transferable/Key Skills**

On completing the programme students should be able to:

D1 Use appropriate written/verbal communication methods to convey AI implementation challenges, findings and recommendations tailored in content style and presentation to the needs of their intended audience;

D2 Use appropriate theories, techniques, and tools to plan, analyse and manage digital and AI-driven transformation

D3 Use data and literary resources

D4 Work as part of a team contributing effectively and appropriately to the team-based activity

D5 Use creative skills.

**Teaching and Learning Methods**

Formal lectures and hands-on sessions explore how AI is applied in business contexts, examining its impact and broader implications. These activities are designed to equip students with relevant skills applicable across various business functions and professional settings. Written communication is enhanced through independent learning tasks, coursework preparation, project reporting, and the development of research and final dissertations. Oral communication skills are fostered through participation in small-group discussions, collaborative exercises, and the delivery of presentations on selected research topics. Employability-focused sessions, supported by pre-assigned readings and video materials, encourage students to engage in critical thinking and career-oriented reflection. (D1–D5)

**Assessment Strategy**

Written communication skills are assessed by assignments, reports and the research dissertation. Oral communication skills are assessed through presentations. Independent work is assessed in assignments, reports and research projects. Collaborative skills are assessed via group projects and presentations. Critical and analytical skills are assessed via group discussions, research projects and assignments (D1-D5).

**12 Programme Curriculum, Structure and Features**

**Basic structure of the programme**

The programme is structured around three interrelated foundational components:

**Semester 1: Building a Strong Foundation**

In the first semester, students will begin a journey focused on acquiring essential knowledge, developing skills, and building competencies needed to thrive in AI-driven business environments. This phase is designed to provide a solid foundational knowledge of the principles of artificial intelligence and its diverse applications in the business world. Students will explore key concepts through core modules, such as AI Fundamentals and Responsible Innovation, AI in Modern Organisation, as well as Strategy, Management and Information Systems and Managing Innovation and Creativity. These modules will help students understand the strategic, managerial, and innovative applications of AI-enabled technologies. The modules will also explore the ethical implications and societal impacts of AI technologies to ensure responsible leadership and help students develop critical thinking needed to navigate the complex moral landscape surrounding AI in business. Finally, in the first semester, students will begin familiarising themselves with research inquiry approaches through a two-semester module, Research Methods, which will help them prepare for their dissertation projects.

**Semester 2: Contextualisation**

In the second semester, students will focus on applying and contextualising their artificial intelligence expertise within the business environment. This phase offers a curated selection of modules designed specifically for students without technical backgrounds but with a strong interest in AI's business applications. The emphasis is on practical, real-world scenarios where AI can enhance business performance, decision-making, and innovation. Students will engage in Group Consultancy in Project Management, allowing them to work collaboratively on AI-driven business solutions. Through modules, such as Strategic Service Management and Realising Value from Digital Business, students will gain insights into how

AI can drive strategic value and transform business models. The course also covers the latest advancements and hands-on skills through modules, such as Generative AI for Businesses and Design of Information Systems, preparing students to adapt AI tools in dynamic environments.

**Semester 3: Real-World Application and Research**

The third semester is dedicated to the application of artificial intelligence within a business context through an individual research project. By this stage, students have developed both the theoretical knowledge and practical skills needed to tackle AI-driven challenges in real-world business settings. Students have gained valuable insights into research methodologies, equipping them with the tools required to design and execute successful research. This final phase provides students with an opportunity to apply their learning to solve business problems, delivering actionable insights and solutions that address contemporary business needs.

These building blocks collectively supply students with essential AI competencies that can be effectively applied across diverse business and management domains. The programme's comprehensive approach not only fosters a deep understanding of AI principles, but also emphasises the practical application of these skills in real-world business contexts.

**Key features of the programme (including what makes the programme distinctive)**

**Key Programme Features:**

The programme focuses on building essential AI skills and competencies, enabling students to effectively apply AI-based technologies across various business and management domains. Students will learn the implications of AI for strategy, operations, and decision-making and gain the analytical tools enabling them to navigate complex business challenges and the potential role of AI applications.

Beyond theoretical knowledge and intellectual skills, students will develop practical experience and problem-solving abilities through hands-on projects focusing on AI applications in business contexts. To tackle wider AI implications, the core element of the curriculum focuses on responsible AI use, ethical considerations, and mitigating biases, preparing students to lead in AI governance and navigate the societal impacts of AI. These skills development will be facilitated by experiential learning, emphasising the practical application of knowledge. Students will engage with industry best practices and collaborate on consultancy projects, giving them transferable skills necessary for thriving in the modern business environment.

**Optional international experience – following successful completion of taught elements**

Following the completion of all taught elements of the programme, registrants will have the option to undertake one additional semester of study with an existing NUBS partner institution. The exchange period will begin in late September/early October (depending on the destination institution) following the submission of the dissertation. Students participating in an exchange will be instructed to select partner modules which will add value to their NUBS degree, focussing on subjects that will enhance their graduate employability prospects.

**Programme regulations (link to on-line version)**

Programme Regulations 26-27

## 13 Support for Student Learning

Generic information regarding University provision is available at the following link.

Generic Information
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**14 Methods for evaluating and improving the quality and standards of teaching and learning**

Generic information regarding University provision is available at the following link.

Generic Information

*Accreditation reports*
None

*Additional mechanisms*
None

**15 Regulation of assessment**

Generic information regarding University provision is available at the following link.

Generic Information

In addition, information relating to the programme is provided in:

The University Prospectus: http://www.ncl.ac.uk/postgraduate/courses/

Degree Programme and University Regulations: http://www.ncl.ac.uk/regulations/

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided.