UK

SYLLABUS 2025-2026

Elective: General Knowledge – Artificial Intelligence

MODULE SPECIFICATION

Module Code	2526_LNG_1_EN_059
Campus	Oxford
Department(s)	Foreign Languages and Humanities
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 5 Semester 03
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	None - The class does not require any programming or computer science expertise
ECTS *Reminder: 1 ECTS = between 20 and 30hr- student workload*	5
Equivalent FHEQ credits	10
Study Hours	100 hours which comprise of 30 directed learning and 70 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module introduces the principles of Artificial Intelligence and its applications in business and society. Students explore the opportunities and risks of AI, while developing ideas for practical solutions. Focus is also placed on the evolving relationship between humans, leadership, and digital technologies.

Teaching Arrangement	The module will mix lectures with project-based learning and class presentations.
Learning Outcomes	By the end of this module, students should be able to: 1. Analyse the fundamental principles of Artificial Intelligence (AI) and its role in shaping business and society. 2. Evaluate the benefits, risks, and ethical implications of AI applications in various industries. 3. Apply creative and strategic thinking to identify and propose innovative AI-driven solutions for organisational challenges. 4. Assess the impact of human-AI collaboration and the evolving relationship between technology and leadership in a digital world.
Competency Goals *(Knowledge, expertise and interpersonal skills)*	PGE_U_CG02 - Steer economic performance
	PGE_U_CG05 - Innovate to adapt to its environment
	PGE_U_CG07 - Improve performance through digitalisation
Alignment with Programme Learning Goals	PGE_U_CG02_LO03 - Participate in implementing and adapting management information systems
	PGE_U_CG05_LO01 - Analyse the organisation's activity and develop innovative projects
	PGE_U_CG07_LO01 - Lead a digital transformation initiative
	PGE_U_CG07_LO02 - Protect data and make data-driven decisions

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Introduction to AI

Content:

- Icebreaker on conceptions/misconceptions of the class on AI
- Definition of AI: What it is and what it is not!
- History of AI
- Strong AI vs Weak AI

Session 2: Fields of AI (sessions 2&3)

Content:

- What constitutes AI?
    - Jargon busting - defining the various fields and terms relating to AI
    - Human Behaviour as AI
    - Speech Recognition

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- Natural Language Processing (NLP)
- Computer Vision
- Convolutional Neural Networks (CNN)
- Object Recognition

Session 3: Classification of 2 Main Types of AI

Content:

- Symbolic Reasoning vs Machine Learning
  - When to use which?
  - What are their key differences?
  - Why is Machine Learning so popular today?

Session 4: Techniques of AI (sessions 5&6)

Content:

- Supervised, Unsupervised and Reinforced Learning
- Classification vs Regression
- How do simple AI Algorithms work?
- Fun practicals to see AI in action

Session 5: Pillars That Support AI

Content:

- Data science
- Big data

Session 6: Additional Applications of AI

Content:

- Each class, field, technique and definition previously will contain several applications of AI
- This class helps us to summarise them all and explore additional applications
- Group team quiz

Session 7: Ethical & Legal Implications of AI

Content:

- Debate & discussions

Session 8: Applying AI to Your Hypothetical Business

Content:

- Group presentations

KEY TEXTS

1. Harkut, D.G. (ed.) (2019) *Artificial intelligence - scope and limitations*. IntechOpen.
2. Harvard Business Review, Davenport, T.H., Brynjolfsson, E. and McAfee, A. (2019) *Artificial Intelligence: The insights you need from Harvard Business Review*. Harvard Business Review Press.

Last reviewed: 18/07/2025

SUPPLEMENTARY TEXTS

1. *AI: A Collection of Ted Talks (and more) on the Topic of AI* (no date) *TED*. Available at: https://www.ted.com/topics/ai.
2. Soni, N., Sharma, E.K., Singh, N. and Kapoor, A. (2020) 'Artificial Intelligence in business: From research and innovation to market deployment', *Procedia Computer Science*, 167, pp. 2200–2210. doi:10.1016/j.procs.2020.03.272.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Oral presentation
Final Exam (60%)	Written exam

MODULE DESIGN TEAM

- Author: *Sarah Bouraga*
- Reviewer: *David Oparah*
- External Reviewer: *Andreia Guerra Areal*

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