

Module Specifications

Year/Level:

6

Programme:

Business Analytics and Artificial Intelligence

Module:	Strategic Business Solutions: Applied Consultancy Project	Module Code:	6FBS2217	Credits:	30
Module Description:				Mandatory	

This module develops students' ability to solve complex organisational challenges. Students evaluate real-world business issues, apply strategic frameworks and data-driven analysis, and develop evidence-based recommendations that create value for organisations and their stakeholders. The module embeds practical elements including consultancy projects, placements, or data simulations, offering exposure to authentic business scenarios.

Module:	Graduate Career Readiness	Module Code:	6FBS2220	Credits:	30
Module Description:				Mandatory	

This module prepares students for successful transition into graduate employment, entrepreneurship, or further study. Students evaluate their professional skills and experiences, develop a graduate success portfolio and personal brand, and create a strategic career development plan to support long-term professional success.

Module:	AI in Decision-Making and Strategy	Module Code:	6FBS2221	Credits:	30
Module Description:				Mandatory	

This module develops students' understanding of the strategic application of artificial intelligence in organisational decision-making. Students evaluate AI-driven strategies, analyse the integration of AI and business analytics to improve organisational performance, and critically assess the ethical and responsible use of AI in achieving competitive advantage.

Module:	Advanced Business Analytics in Practice	Module Code:	6FBS2222	Credits:	30
Module Description:				Mandatory	

This module develops students' ability to apply advanced business analytics and artificial intelligence to solve complex organisational challenges. Students integrate AI tools with business analytics, evaluate real-world data, and develop evidence-based recommendations that drive innovation, optimise organisational performance, and support strategic decision-making.

Module:	Evaluating Personal and Business Professional Practice (EPP)	Module Code:	6FBS2218	Credits:	0
Module Description:				Mandatory	

This module consolidates students' academic, personal, and professional development as they prepare to graduate. Students critically reflect on their achievements, refine their professional portfolio and personal brand, and develop a strategic action plan to support graduate employment, further study, or entrepreneurial pathways.