Title of the Module/Unit	AI-Powered Business Innovation: Navigating Strategies for Modern Transformation
Module/Unit Description In this section kindly provide a brief description of the module	This unit explores the transformative potential of artificial intelligence (AI) in shaping modern business strategies and operations. It investigates how organizations can leverage AI technologies to drive innovation, enhance decision-making, and create value across various sectors. Through theoretical exploration, real-world examples, and hands-on exercises, students will gain insights into the applications, challenges, and ethical considerations associated with integrating AI into business processes.
Learning Outcomes	**Competences:**
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc.	At the end of the module/unit the learner will have acquired the responsibility and autonomy to: a) Enhance decision-making skills by incorporating AI-driven insights into business strategies. b) Navigate the applications of AI technologies and assess their potential impact on business operations. c) Analyze ethical considerations related to AI integration in business and propose strategies to address them. d) Manage AI-enhanced business strategies to adapt to modern business transformations.
Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc. (Example of learning outcome structure: Action Verb + Object + Context *Identify basic different range of glassware and state their use.)*	**Knowledge:**
	At the end of the module/unit the learner will have been exposed to the following: a) Define the transformative potential of artificial intelligence in reshaping business strategies, underscoring its pivotal role in driving innovation and competitive advantage in the modern corporate landscape. b) Identify the diverse applications and sectors where organizations can harness AI technologies to spur innovation, detailing specific industry examples and potential impacts.

Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange (Example of learning outcome structure: Action Verb + Object + Context *Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.*)	c) Describe how AI technologies enhance decision-making processes within businesses, focusing on the integration of data analytics and machine learning to improve accuracy and speed. d) Discuss the ethical considerations and challenges involved in integrating AI into business processes, including data privacy, algorithmic bias, and impacts on employment. e) List the benefits and challenges of adopting AI-enhanced strategies to adapt to and thrive in the rapidly evolving business environment, examining both the technological and organizational implications.

Skills:
At the end of the module/unit the learner will have acquired the following skills: a) Apply AI technologies to drive innovation and create value within various business sectors. b) Practice incorporating AI-driven insights into decision-making processes to enhance strategic outcomes. c) Evaluate the appropriatness of applications of AI technologies and assess their potential impact. d) Analyze ethical considerations related to AI integration and propose strategies to address them. *e)* Show the ability to implement AI-enhanced business strategies to adapt to modern business transformations.
Module-Specific Learner Skills *(Over and above those mentioned in Section B)* At the end of the module/unit the learner will be able to a) Analyze real-world examples to assess the effectiveness of AI-driven innovation strategies. b) Engage in practical exercises to develop skills in applying AI technologies to enhance decision-making. ***c)*** Apply critical thinking skills to evaluate the ethical implications of AI integration in business.

	Module-Specific Digital Skills and Competences
	(Over and above those mentioned in Section B)
	
	At the end of the module/unit, the learner will be able to
	
	    a) Utilize AI-related resources to research and analyze best practices in AI-driven business innovation.
	
	    b) Engage in online discussions and collaborative platforms to explore diverse perspectives on AI's role in modern business.
	
	    c) Apply data analysis tools to assess the impact of AI-enhanced strategies on business performance.