

Basic details

UID		Cohorts covered	Earliest cohort	Latest
Long title	AI Ventures			
New code		New short title		
Brief description of module (approx. 600 chars.)	In this project-based, team-oriented module, students will explore applications of artificial intelligence technologies that will improve or transform existing financial, health and other systems, markets and methods, by spending dedicated time building new business models, products or technical concepts. Students will be exposed to key ideas, principles and frameworks from CEOs of startups, corporate leaders and Imperial instructors who are leading research in the future of artificial intelligence. The class will leverage convening of diverse students and instructors from across campus and around London for a richly anti-disciplinary approach.			
Available as a standalone module/ short course? N				

652 characters

Statutory details

	ECTS	CATS	Non-credit	HECOS codes
Credit value	5	10	N	
FHEQ level	Level 7			

Allocation of study hours

	Hours	
Lectures	20	
Group teaching		<i>Incl. seminars, tutorials, problem classes.</i>
Lab/ practical		
Other scheduled		<i>Incl. project supervision, fieldwork, external visits.</i>
Independent study		<i>Incl. wider reading/ practice, follow-up work, completion of assessment</i>
Placement	105	<i>Incl. work-based learning and study that occurs overseas.</i>
Total hours	125	
ECTS ratio	25.00	

Project/placement activity

Is placement activity allowed?	No
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Module delivery

Delivery mode	Taught/ Campus	Other	
Delivery term	Term 3	Other	

Ownership

Primary department	Imperial College Business School
Additional teaching departments	

Delivery campus **South Kensington**

Collaborative delivery

Collaborative delivery? **N**

External institution	N/A
External department	N/A
External campus	N/A

Associated staff

Role	CID	Given name	Surname
Module Leader		Jack	Fraser
Topic Leader		David	Lefevre
Topic Leader		Susan	Scott

Learning and teaching

Module description

Learning outcomes	Students will be able to cogently pitch a new artificial intelligence venture that they wish to launch in either a corporate setting or as an independent startup. They will: (1) examine the ethical and risk management implications of AI+human systems, and the new regulations and guidelines that are emerging around them, including the new EU framework, the OPAL project and the Trusted Data framework; (2) assess real world case examples of AI in business, including ethical implications and potential paths for resolution; (3) create an application of AI to a particular commercial domain space, including creation of a functional AI project prototyping, while applying innovation ideation and launch methodologies such as Outthinking and Lean Startup; (4) argue the merits of their AI venture including what problem it solves, and how it is unique.
Module content	The module will briefly explain the historical context of AI, then dive into contemporary trends and applications, and engage the students in a 'futurecasting' exercise to aim at new developments emerging into a commercial context over the next 3 to 5 years. Frameworks for new venture development will accompany AI subject matter-specific content. Concepts such as unintended consequences, digital and data privacy, big tech data oligopoly and its implications for new AI ventures, open source AI projects and libraries, and ecosystem development will be touched upon. Students will acquire proficiency in formal ideation and new venture launch framework methodologies such as Outthinking (Krippendorff) and Lean Startup (Ries). Working in teams, students will create an outline for a new AI venture. At the conclusion of the module, students will pitch their venture to an expert venture capital and corporate audience, for experience and feedback
Learning and Teaching Approach	The module will combine lecture, guest speaker ('live case') perspectives, and structured team project development including tutorial feedback sessions with instructors and mentors. The combination of academic framework and theory, worked example, weekly application to practice, and personalised feedback will provide a richly intensive introduction to the translation of AI concepts into real-world problem/solution spaces.
Assessment Strategy	This module is assessed by 100% summative coursework. The coursework is usually broken down into various assessment elements, each aiming to assess the achievement of specific learning outcomes. Some assessment elements may be group work or individual. Usually a substantive piece of coursework at the end of the module will assess students' ability to synthesise and apply the learnt materials.

Feedback	Feedback will be provided in line with the university's best practice. For this particular module, feedback on your coursework will be provided within two weeks. Each returned coursework assignment will include written feedback. While there are no designated formative assessments in this module, you will receive some feedback on in-class activities which will support your learning in this module. You will be provided with a numerical mark for all assessments. These numerical marks will be provisional until after the Board of Examiners has met at the end of the programme.
Reading list	Shrier, D. L. (2021). Augmenting your career: How to win at work in the age of AI. Piatkus. Domingos, P. (2015). The Master Algorithm: How the Quest for the Ultimate Learning Machine Will Remake Our World. New York: Basic Books. Chapters 2-7. Ganz, M. (2011). Public narrative: Collective action and changing the world. In N. Nohria & R. Khurana (Eds.), Handbook of leadership theory and practice (pp. 527–568). Harvard Business Press. Minto, B. (2009). The pyramid principle: Logic in writing and thinking (Revised ed.)

Quality assurance

Date of first approval	
Date of last revision	January 2026
Date of this approval	

Office use only

QA Lead	
Department staff	
Date of collection	

Module leader	Jack Fraser
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Date exported	
Date imported	

Notes/ comments	
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Assessment details

Grading method	Numeric
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Pass mark

50%

Assessments

[illegible]

100%