

Basic details

UID		Cohorts covered	Earliest cohort 2024
Long title	Group Project on AI Ventures		
New code	BUSI70562	New short title	AI Ventures
Brief description of module (approx. 600 chars.)	In this project-based, team-oriented groupwork module, you 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, and technical concepts. The module is divided into interactive lecture / in-class sessions (shared with Computing and MBA students following the “AI Ventures” module) and groupwork sessions. Over a series of ten sessions, you 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 module will take advantage of diverse students and instructors from across campus and around London for a richly		
Available as a standalone module/ short course?	N		

Statutory details

Credit value	ECTS 10	CATS 20	Non-credit N	HECOS codes
FHEQ level	Level 7			

Allocation of study hours

	Hours	
Lectures	20	
Group teaching	10	<i>Incl. seminars, tutorials, problem classes.</i>
Lab/ practical	0	
Other scheduled	100	<i>Incl. project supervision, fieldwork, external visits.</i>
Independent study	120	<i>Incl. wider reading/ practice, follow-up work, completion of assess</i>
Placement	0	<i>Incl. work-based learning and study that occurs overseas.</i>
Total hours	250	
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 2	Other	

Ownership

Primary department	Imperial Business School
Additional teaching	Computing

departments

Delivery campus

South Kensington or White City

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 Upon successful completion of this module, you will be able to pitch a new artificial intelligence venture, including a technical demonstration, that you wish to launch in either a corporate setting or as an independent startup. You will:

- (1) Examine the implications and risk management of AI+human systems on ethical, legal and social impacts and data privacy and security, and the new regulations and guidelines that are emerging around them
- (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 or elaboration of a functional AI project while applying innovation ideation and launch methodologies such as Lean Startup
- (4) Argue the merits of your AI venture including what problem it solves, and how it is unique, applying techniques of literary and dramaturgical theory
- (5) Analyse and defend the business opportunity represented by your venture idea

Module content The module covers the historical context of AI as well as contemporary trends and applications, and engages you in a 'futurecasting' exercise to aim at new developments emerging into a commercial context over the next three to five years. Frameworks for new venture development (e.g., entrepreneurial opportunity assessment, venture pitching) and presentation will accompany AI subject matter-specific content, such as data network effects. Ventures will be contextualised with entrepreneurial and management strategy frameworks. Concepts such as 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 covered, with more extensive development of the topics of responsible AI, ethics, legal and social impacts, data privacy and security, unintended consequences, and algorithmic bias. Working in teams, you will create an outline and prototype technical implementation for a new AI venture. You will pitch your venture to two panels: (1) an expert venture capital and corporate innovation panel; and (2) a panel of technical AI experts, 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 examples, 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. In addition to the 20 hours of lecture content, the module is designed for one to two group sessions per week plus student group meetings and tutorials.

Assessment Strategy	This module is assessed mainly by summative coursework, which will assess your ability to synthesise and apply the learnt materials. The coursework is broken down into various assessment elements, each aiming to assess the achievement of specific learning outcomes. Half of the assessment is shared with the AI Ventures module, and the other half is specific to the group project.
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. There is the opportunity for formative assessment in the tutorial sessions with the instructors. 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	Basic AI: A Human Guide to Artificial Intelligence by David Shrier, Little Brown 2024; Artificial Intelligence Basics: A Non-Technical Introduction by Tom Taulli 2019; Trusted Data (Hardjono, Shrier, Pentland, editors) MIT Press 2019 Optional reading: Social Physics, Alex Pentland, Penguin Random House 2015; Venture Deals, Fourth Edition by Brad Feld, Wiley 2019.

Quality assurance

Date of first approval

Date of last revision

Date of this approval

Office use only

QA Lead

Department staff

Date of collection

Module leader

Date exported

Date imported

Notes/ comments

Template version

Assessment details

Grading method

Numeric

Pass mark

50%

Assessments

[illegible]

100%