



# BUSA3430

## Business Applications of Artificial Intelligence

Session 1, In person-scheduled-weekday, North Ryde 2025

*Department of Actuarial Studies and Business Analytics*

### Contents

---

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Policies and Procedures</u>	6
<u>Changes since First Published</u>	8

---

#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Professor

Olivera Marjanovic

[olivera.marjanovic@mq.edu.au](mailto:olivera.marjanovic@mq.edu.au)

Contact via email

MQBS - Building EA4, Level 5, Office 515

Mon 11-12pm (weeks 1-13) or by email appointment

Credit points

10

Prerequisites

COMP2200

Corequisites

Co-badged status

Unit description

This unit looks at practical applications of AI systems in a business context, including how AI systems could be deployed, integrated with other business systems, maintained in the longer term, and used in ethical and responsible ways to create business and societal value.

The unit takes a business rather than a technical perspective and focuses on developing AI-related business skills and capabilities which will remain relevant in the world of fast-changing AI technology. The topics will cover the Socio-technical view of AI; Business frameworks for AI; AI-enabled Business models; AI data & analytics core; different aspects of AI-enabled Business value creation, Principles and practices of Responsible AI as well as Future of work, business and humanity in AI era. The unit also introduces foundations of AI technologies suitable for business and other non-technical users and managers of AI.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

**ULO1:** Evaluate the capabilities of modern AI systems against the needs of business

**ULO2:** Assess the sustainability of AI solutions in an industry context

**ULO3:** Describe the issues that arise in deploying AI systems as part of a larger information systems offering

**ULO4:** Evaluate stakeholder focused AI algorithms and systems

**ULO5:** Communicate effectively about artificial intelligence topics to experts and non-technical audiences

**ULO6:** Successfully work in teams to achieve group and organizational objectives

## General Assessment Information

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A1(one)-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

IMPORTANT: In-term quizzes are held in lectures. One out of the three quizzes is optional. If one quiz is missed for any reason, that one will be counted the optional one and no make-up quiz will be offered. If two out of the three in-term quizzes are missed and the special considerations are granted for both, only one make-up quiz will be offered. The second missed quiz will be counted as optional.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Formal and observed learning: Test</a>	20%	No	Weeks 4,7 & 11
<a href="#">Skills development: AI in practice</a>	35%	No	13/04/2025
<a href="#">Professional practice: Business applications of AI</a>	45%	No	01/06/2025

### Formal and observed learning: Test

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Weeks 4,7 & 11**

Weighting: **20%**

The purpose of this assessment is for you to test your understanding of AI fundamentals, AI capabilities, sustainability, and deployment challenges.

You will participate in a formal test. Feedback on your performance will help you assess your

progress through the unit content.

**Deliverable:** Test

Individual Assessment

On successful completion you will be able to:

- Evaluate the capabilities of modern AI systems against the needs of business
- Assess the sustainability of AI solutions in an industry context
- Describe the issues that arise in deploying AI systems as part of a larger information systems offering

## Skills development: AI in practice

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **13/04/2025**

Weighting: **35%**

The purpose of this assessment is for you to analyse AI case studies develop and demonstrate your analytical thinking skills in the context of an AI industry case study.

You will assess AI systems against business needs, evaluate their sustainability and integration within industry contexts, analyse stakeholder-focused AI algorithms, and communicate AI concepts effectively.

**Skills in focus:** Problem solving Communication Work readiness

**Deliverable:** Written Report Individual Assessment

On successful completion you will be able to:

- Evaluate the capabilities of modern AI systems against the needs of business
- Assess the sustainability of AI solutions in an industry context
- Describe the issues that arise in deploying AI systems as part of a larger information systems offering
- Evaluate stakeholder focused AI algorithms and systems
- Communicate effectively about artificial intelligence topics to experts and non-technical audiences

# Professional practice: Business applications of AI

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **01/06/2025**

Weighting: **45%**

The purpose of this assessment is for you to apply AI concepts in a business context, evaluating AI capabilities, sustainability, and deployment challenges in organizations.

You will design a business model around freely available GAITs and articulate its main business value propositions.

**Skills in focus:** Problem solving Communication Work readiness

**Deliverable:** Written Report and Individual Reflection Group and Individual Assessment

On successful completion you will be able to:

- Evaluate the capabilities of modern AI systems against the needs of business
- Assess the sustainability of AI solutions in an industry context
- Describe the issues that arise in deploying AI systems as part of a larger information systems offering
- Evaluate stakeholder focused AI algorithms and systems
- Communicate effectively about artificial intelligence topics to experts and non-technical audiences
- Successfully work in teams to achieve group and organizational objectives

---

<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

The unit is comprised of 13 x weekly classes (2h-hour lecture + 1h-tutorials), held on-campus in weeks 1 to 13. The unit is not designed for remote learning. Weekly in-person attendance is expected in both lectures and tutorials.

The unit does not have a set textbook, due to the fast changing nature of AI developments. Weekly readings will be posted on iLearn.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [connect.mq.edu.au](https://connect.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://student.mq.edu.au>

[dents.mq.edu.au/support/](https://dents.mq.edu.au/support/)

## Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

## Changes since First Published

Date	Description
19/02/2025	Updated assessment structure, as per new MQBS assessment policy.

---

Unit information based on version 2025.04 of the [Handbook](#)