BUSA6430

Business Applications of Artificial Intelligence

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Actuarial Studies and Business Analytics

Contents

General Information

Unit convenor and teaching staff
Guy Schofield
guy.schofield@mq.edu.au

Credit points
10

Prerequisites

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

Late Assessment Submission Penalty (written assessments)

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.

Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions:

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the Special Consideration page for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills development: AI in practice	35%	No	20/09/2026	Individual	Yes	Open
Formal examination: Test	35%	No	In Class 29/ 10/2026 11:00:00 AM (Check room)	Individual	No	Observed
Professional practice: Business applications of AI	30%	No	08/11/2026	Group	No	Open

Skills development: AI in practice

Assessment Type [1]: Professional task
Indicative Time on Task [2]: 30 hours

Due: **20/09/2026**
Weighting: **35%**
Groupwork/Individual: Individual
Short extension [3]: Yes
AI Approach: Open

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:

- Critical thinking and problem solving
- Communication skills
- Work readiness
- Discipline knowledge
- Global, ethical and environmental citizenship

Deliverable(s): Written report [max 2000 words] 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

Formal examination: Test

Assessment Type [1]: Examination
Indicative Time on Task [2]: 15 hours
Due: **In Class 29/10/2026 11:00:00 AM (Check room)**
Weighting: **35%**
Groupwork/Individual: Individual
Short extension [3]: No
AI Approach: Observed

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(s): Test (during scheduled lecture time towards end of session)

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 [1]: Portfolio
Indicative Time on Task [2]: 40 hours
Due: **08/11/2026**
Weighting: **30%**
Groupwork/Individual: Group
Short extension [3]: No
AI Approach: Open

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:

- Critical thinking and problem solving
- Communication skills
- Work readiness
- Global, ethical and environmental citizenship

Deliverable(s): Written report [max 3000 words]

Group 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

---

[1] 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
- Academic Success for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation.

[3] An automatic short extension is available for some assessments. Apply through the Service Connect Portal.

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). 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). 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) 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 or if you are a Global MBA student contact 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://students.mq.edu.au/support/

Academic Success

Academic Success provides resources to develop your English language proficiency, academic writing, and communication skills.

- Ask a Study Coach
- 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 https://students.mq.edu.au/support/technology/service-desk.

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.

Unit information based on version 2026.05 of the Handbook