



MQBS1000

Applied Artificial Intelligence for Innovation and Impact

Session 2, Online-scheduled-weekday 2026

Department of Actuarial Studies and Business Analytics

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General Information

Unit convenor and teaching staff Lin Yue lin.yue@mq.edu.au
Credit points 10
Prerequisites
Corequisites
Co-badged status
Unit description Artificial intelligence is now part of how we think, create, and work. This unit introduces students from all disciplines to how humans collaborate with AI to make decisions, drive innovation and impact in business and society. Students will explore the foundations of AI algorithms, data, computation, and energy use and their implications to business and society to understand how these systems function and influence human interaction. The unit develops AI literacy, prompting skills, and critical awareness of the social, ethical, and regulatory dimensions of AI. Through interactive activities and creative projects, students will learn to work with AI productively and responsibly to design, evaluate, communicate and apply ideas that generate positive impact. By the end, students will be able to approach AI as a collaborator, combining human judgement and creativity with AI capabilities while recognising both opportunities and risks.

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: Explain key concepts, capabilities, and limitations of contemporary AI technologies, and communicate their functions and impact on human interaction in accessible, non-technical terms.

ULO2: Analyse the opportunities and risks of AI adoption for businesses, communities, and society, using relevant examples.

ULO3: Evaluate AI applications using principles of responsible and ethical AI frameworks and standards in real-world contexts.

ULO4: Apply analytical thinking to identify opportunities for AI-enabled solutions to address business or societal challenges.

ULO5: Collaborate with AI tools to design and present AI-enabled solutions that respond to identified challenges.

General Assessment Information

Late Submission Penalties:

- 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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
<u>Skills development: Prompt design portfolio</u>	40%	No	11/10/2026	Individual	No	Open
<u>Skills development - AI and me: A professional reflection</u>	20%	No	06/09/2026	Individual	Yes	Open
<u>Professional practice: AI for innovation and impact project</u>	40%	No	Week 13	Individual and Group	No	Observed

Skills development: Prompt design portfolio

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 25 hours

Due: **11/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to build foundational skills in prompt design and

engineering for effective human–AI collaboration.

You will produce a written report based on a prompt refinement challenge provided by the teaching team. In the report, you will identify shortcomings in clarity, context and structure, re-engineer the prompt using advanced techniques, and justify your approach by testing and comparing outputs. The presentation will support the report by communicating the key findings, rationale and outcomes.

Skills in focus:

- Critical thinking and problem solving
- Communication skills
- Work readiness
- Digital skills

Deliverable(s): Written submission [max 2000 words] and supporting recorded video presentation (max 7 mins)

Individual assessment

On successful completion you will be able to:

- Explain key concepts, capabilities, and limitations of contemporary AI technologies, and communicate their functions and impact on human interaction in accessible, non-technical terms.
- Analyse the opportunities and risks of AI adoption for businesses, communities, and society, using relevant examples.
- Evaluate AI applications using principles of responsible and ethical AI frameworks and standards in real-world contexts.
- Apply analytical thinking to identify opportunities for AI-enabled solutions to address business or societal challenges.
- Collaborate with AI tools to design and present AI-enabled solutions that respond to identified challenges.

Skills development - AI and me: A professional reflection

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 15 hours

Due: **06/09/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is for you to build an understanding of Artificial Intelligence (AI), including its relevance to your discipline, experiences, and broader social, ethical, and regulatory implications.

You will reflect on your learning journey and explore how your views on AI have changed, what you've learned about its capabilities and limitations, and how this may influence your future professional practice.

Skills in focus:

- Critical thinking and problem solving
- Discipline knowledge
- Global, ethical and environmental citizenship

Deliverable(s): Reflective report [max 800 - 1000 words]

Individual assessment

On successful completion you will be able to:

- Explain key concepts, capabilities, and limitations of contemporary AI technologies, and communicate their functions and impact on human interaction in accessible, non-technical terms.
- Analyse the opportunities and risks of AI adoption for businesses, communities, and society, using relevant examples.
- Evaluate AI applications using principles of responsible and ethical AI frameworks and standards in real-world contexts.

Professional practice: AI for innovation and impact project

Assessment Type ¹: Creative task

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **40%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is for you to work collaboratively with your peers to design an AI-enabled solution or artefact that addresses a real business or societal challenge.

This is one integrated assessment task. You will develop a group report by analysing opportunities and trends in your chosen context, evaluating the ethical and professional implications of your proposed solution, and presenting a justified approach that demonstrates both creativity and rigour. The individual presentation supports the group report by allowing each student to explain and justify their own contribution to the shared project.

Skills in focus:

- Global, ethical and environmental citizenship
- Critical thinking and problem solving
- Discipline knowledge
- Collaboration skills

Deliverable(s): Presentation (max 7 mins marked individually 25%) with supporting written group analysis - 15% [max 2000 words].

Individual and group assessment

On successful completion you will be able to:

- Explain key concepts, capabilities, and limitations of contemporary AI technologies, and communicate their functions and impact on human interaction in accessible, non-technical terms.
- Analyse the opportunities and risks of AI adoption for businesses, communities, and society, using relevant examples.
- Evaluate AI applications using principles of responsible and ethical AI frameworks and standards in real-world contexts.
- Apply analytical thinking to identify opportunities for AI-enabled solutions to address business or societal challenges.
- Collaborate with AI tools to design and present AI-enabled solutions that respond to identified challenges.

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 information will be provided 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 2026.04 of the [Handbook](#)