

Advanced Diploma to Artificial Intelligence (AI) in Business Management

The objective of Advanced Diploma to Artificial Intelligence (AI) in Business Management qualification is to enable students to develop the insight, confidence, management skills and international perspective to succeed in the modern global marketplace or set up their own business on this professionally-focused degree that incorporate the modern technology including the artificial intelligence and cyber security in operating a business. This course will also prepare students for the ever-changing international business environment, teaching them to analyse future trends, identify the local and broader impacts, and recommend sustainable, ethical solutions to contemporary business challenge.

Module Title and Learning Objectives

1. Principles and Concepts of Strategy

- The Principles and Concepts of Strategy module explores the fundamental elements that guide strategic decision-making in organisations. It covers the analysis of internal and external environments, competitive positioning, and strategic resources and capabilities. Key frameworks such as SWOT, PESTEL, and Porter's Five Forces are examined to understand how they influence strategic choices. This unit also delves into the development and implementation of business strategies, emphasising the importance of alignment with organisational goals and the dynamic nature of the strategic landscape.

2. The Management of Human Resources

- The ability to attract, develop and retain talented employees is a key factor in a business's success. Human resource management has its focus on supporting and enhancing business success and performance through its strategic vision and operational functions. The aim of this unit is to introduce learners to the key human resource management principles and concepts so they can support a sustainable approach to people management through an understanding of the purpose and scope of the human resource management function.

3. Marketing for Managers

- The aim of this unit is to provide learners with a detailed understanding of the marketing planning process and to apply these principles to a variety of business contexts. The unit also provides a comprehensive understanding of environmental analysis and how this can lead to the development of appropriate objectives and strategies to enhance operational marketing performance.

4. Business Law for Managers

- All businesses and those employed by it must operate within the laws, legislation and regulations of the countries in which it conducts its activities. Some law only applies to specific types of business and their legal structure whereas other laws apply to any business irrespective of their operations and location. The aim of this unit is, therefore, to support a learner's exploration of laws, legislation and regulations which apply in their home country and to different types of business.

5. Management Accounting and Decision Making

- Management accounting provides business managers with financial information required to achieve business objectives. This requires effective decision making based on the timeliness and accuracy of financial information. The aim of this unit is to provide learners with an awareness of the scope and purpose of management accounting, so they are able to support effective decision making within a business.

6. Business Start-up; Conception to Market

- Many people dream of setting up their own business but are not aware of what is required, what support is available and what personal qualities are required. The aim of this unit, therefore, is to consolidate previous learning where learners employ the knowledge and skills of disciplines such as marketing and management to produce a viable business plan.

7. Using Artificial Intelligence(AI) in Business Operations

- This module introduces the uses of artificial intelligence (AI) in operational management. You'll learn about AI technologies and their real-world applications for optimising business operations. You'll explore the privacy, security, and ethical considerations of AI implementation in business operations.

8. Introduction to Cybersecurity Fundamentals

- This course focuses on building a foundation for the principles of Cyber Security and protections of data within computers, devices and networks. You will look at the concept of “thinking like a hacker” to learn techniques to defend from the types of attacks that are commonly conducted. Once your foundation has been set you will look at the best practices recommendations when it comes to protecting your data and privacy.

Mode of Delivery:

Students can achieve the guided learning hours in combination of face-to-face classroom interactions, self-study and group study as well as research work. They will be required to attend a certain number of lecture hours to support their studies, and will receive guidance to complete the learning hours.

Course Duration:

- 12 months (part-time)

Minimum Entry Requirements:

- Age: 18 years old
- Language: A pass in English with Grade C6 and above at GCE O Level, or IELTS 5.5, or equivalent
- Academic: Minimum at least Diploma or equivalent qualifications
- Matured Candidates
 - Are 25 years and above at the time of registration; and

- Have at least 8 years of relevant working experience