Royal Holloway, University of London
Course specification for a postgraduate award
MSc AI for Business (3749)

Section 1 – Introduction to your course

This course specification is a formal document, which provides a summary of the main features of your course and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the University prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the University's academic regulations and policies can be found here. Further information on the University's Admissions Policy can be found here.

MSc AI for Business is a one year course, broken into three terms. The first term focuses on teaching you about how AI and other emerging technologies work, while the second term focuses on their potential business applications. The final term focuses on an independent consultancy project.

While Royal Holloway keeps all the information made available under review, courses and the availability of individual modules, especially optional modules are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific course. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is a brief description for some of the most important terminology for understanding the content of this document:
Degree course – May also be referred to as 'degree programme' or simply 'programme', these terms refer to the qualification you will be awarded upon successful completion of your studies.
Module – This refers to the credits you will study each year to complete your degree course. Postgraduate taught degrees at Royal Holloway comprise 180 credits. On some degree courses a certain number of optional modules must be passed for a particular degree title. 'Modules' were formerly known as 'course units' at Royal Holloway.

Section 2 – Course details			
Date of specification update	January 2026	Location of study	Egham
Course award and title	MSc AI for Business	Level of study	Postgraduate
Course code	3749	Year of entry	2026/27
Awarding body	Royal Holloway, University of London		
Department or school	School of Business and Management	Other departments or schools involved in teaching the course	All departments within SBM
Mode(s) of attendance	Full time and part time	Duration of the course	One year (52 weeks) full-time Two to five years (104 - -260 weeks) part-time
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A		
Link to Coursefinder for further information:	https://www.royalholloway.ac.uk/studying-here/	For queries on admissions:	https://royalholloway.ac.uk/applicationquery

Section 3 – Degree course structure

3.1 Mandatory module information
The following table summarises the mandatory modules which students must take in each year of study

Module code	Module title	Credits	FHEQ level	Module status (Mandatory Condonable MC or Mandatory Non-Condonable MNC
MN5822	AI in Practice	15	7	MC
MN5823	AI and Future of Work	15	7	MC
MN5811	Data Visualisation and Storytelling	15	7	MC
MN5803	Digital Strategy and Business Models	15	7	MC
MN5804	Responsible AI and Digital Innovation	15	7	MC
MN5809	Digital Transformation and Governance	15	7	MC
MN5814	Emerging Technologies in Business	15	7	MC
MN5819	Consulting and Research Methods	15	7	MNC
MN5824	Consulting Project	45	7	MNC

This table sets out the most important information for the mandatory modules on your degree course. These modules are central to achieving your learning outcomes, so they are compulsory, and all students on your degree course will be required to take them. You will be automatically registered for these modules each year. Mandatory modules fall into two categories: 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module before you can proceed to the next year of your course, or to successfully graduate with a particular degree title. In the case of mandatory 'condonable' (MC) modules, these must be taken but you can still progress or graduate even if you do not pass them. Please note that although Royal Holloway will keep changes to a minimum, changes to your degree course may be made where reasonable and necessary due to unexpected events. For example: where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

3.2 Optional modules

In addition to mandatory modules, there will be a number of optional modules available during the course of your degree. Although Royal Holloway will keep changes to a minimum, new options may be offered, or existing ones may be withdrawn. For example, where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection; please contact the Department for further information.

You should choose 15 credits from the list of optional modules offered by the Department or School.

Section 4 – Progressing through each year of your degree course

For further information on the progression and award requirements for your degree, please refer to Royal Holloway's Academic Regulations.

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Student Visa and you choose to leave (or are required to leave because of non-progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

All postgraduate taught students are required to take and pass the non-credit bearing Moodle-based Academic Integrity module SS1001 in order to be awarded. The pass mark for the module assessment is stated in the on-line Academic Integrity Moodle module. Students may attempt the assessment as often as they wish with no penalties or capping. Students who otherwise meet the requirements for award as stipulated in the Academic Taught Regulations but fail to pass the Moodle-based Academic Integrity module will not be awarded.

Section 5 – Educational aims of the course

The aims of this course are to enable students to:
- Develop a comprehensive understanding of the transformative potential of AI in digital business and its implications for various industries
- Critically analyse and evaluate the capabilities and limitations of AI technologies in the context of digital transformation, identifying their potential applications and impacts on business models and operations.
- Design AI-driven solutions to address complex digital business challenges, leveraging data-driven insights and analytical techniques.
- Identify and employ the frameworks, tools, and strategies necessary to develop and manage AI-powered digital business ventures
- Critically assess the societal and ethical implications of AI in the digital age, promoting ethical AI development and deployment aligned with sustainable development goals.
- Apply principles of responsible innovation to foster a responsible AI ecosystem that promotes social good and minimises negative impacts on society.

Section 6 - Course learning outcomes		
In general terms, the courses provide opportunities for students to develop and demonstrate the following learning outcomes. (*Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (*)*)		
Theme	**Course learning outcome**	**Level 7**
Graduates from this course will foster KNOWLEDGE and CURIOSITY	1. Acquire business knowledge and apply relevant disciplinary theories and concepts to generate and evaluate solutions to contemporary business challenges. (Focussing, Curiosity, Sense making, Critical thinking, Creativity)	1.7.1 Critically evaluate relevance and interactions between AI-enabled business and other key functions and processes. (K) 1.7.2 Design evidence-based analysis in AI implications for businesses and society. (S) 1.7.3. Synergize theories and concepts to resolve AI-related business problems.(K)
Graduates from this course will focus on SUSTAINABILITY	2. Demonstrate excellent sustainability competencies to shape a sustainable future. (Feeling, Initiative, Creativity, Adapting, Sense making)	2.7.1 Reflect on relevance and contributions of digital business to sustainable business and society. (K) 2.7.2 Generate AI-driven sustainable solutions to challenges in business and society. (S)
Graduates from this course will demonstrate PROFESSIONAL SKILLS AND BEHAVIOURS	3. Behave ethically and evidence effective professional and interpersonal skills for success. (Communicating, Collaborating, Integrity, Initiative, Leading)	3.7.1 Perform professionally when involved in design and implementation of AI projects.(S) 3.7.2 Influence effective teamwork.(*) 3.7.3 Employ the principles and codes of conduct that underpin ethical practice in design, development, and use of AI tools. (S).
Graduates from this course will develop DIGITAL LITERACY	4. Use appropriate technologies responsibly to innovate and solve problems creatively in a digital world. (Focussing, Communicating, Collaborating, Sense making, Critical thinking)	4.7.1 Select AI tools to search, analyse and manage information responsibly.(S) 4.7.2 Determine appropriate digital media and networks to influence social behaviour.(S)
Graduates from this course will act with INCLUSION in mind	5. Develop and nurture an adaptive mindset to operate inclusively in business and society. (Feeling, Collaborating, Adapting, Integrity, Initiative)	5.7.1 Reflect on the role of AI technologies to influence inclusion in organisations and society.(K) 5.7.2 Judge the merit of different perspectives and worldviews that inform AI-driven innovations and strategies. (K) 5.7.3 Relate own values in context of diverse others. (*)
Graduates from this course will evidence GLOBAL CITIZENSHIP	6. Actively contribute to the development of local and global communities. (Curiosity, Sense making, Leading, Communicating, Creativity, Initiative)	6.7.1 Interpret the impact of current world affairs on the design and use of AI technologies in business and society. (K) 6.7.2 Critically evaluate the impact of AI and AI-enabled businesses to local and global communities. (K)

Section 7 - Teaching, learning and assessment

Teaching and learning on your course is closely informed by the active research of staff, particularly in the Department. In general terms, the course provides an opportunity for you to develop and demonstrate the learning outcomes detailed herein.

Teaching and learning in in the course is closely informed by the active research of staff. Teaching and learning methods mainly comprise lectures, seminars, workshops, lab tutorials, guest presentations, field trips, and guided individual study, but will vary according to the intended outcomes of the particular module or session. Instructors employ a wide range of learning activities, including case studies, debates, one-to-one interactions, question and answer sessions, computer-based training, and online discussion forum.

Assessment methods vary, in accordance with the skills and knowledge being tested for a specific topic or module. Individual projects, group projects, in-class tests, reports, essays, narrated posters, oral presentations and the consultancy project are all used as appropriate in the assessment of the course.

Research skills are further assessed through an independent consultancy project, which involves quantitative and/or qualitative techniques and serves to integrate knowledge acquired throughout the course. Full details of the assessments for individual modules can be obtained from the School. In addition, students may be involved in workshops and may produce various forms of creative or editorial work.

Contact hours come in various forms and may take the form of time spent with a member of staff in a lecture or seminar with other students. Contact hours may also be laboratory or, studio-based sessions, project supervision with a member of staff, or discussion through a virtual learning environment (VLE). These contact hours may be with a lecturer or teaching assistant, but they may also be with a technician, or specialist support staff.

The way in which each module on your degree course is assessed will also vary. Assessments designated as 'summative' will receive a mark which will count towards your overall mark for the module, and potentially your degree classification. On successful completion of the module, you will gain the credits listed.

More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online Royal Holloway Curriculum Catalogue. The accuracy of the information contained in this document is reviewed regularly by the university and may also be checked routinely by external agencies.

Section 8 – Additional costs
There are no single associated costs greater than £50 per item on this degree course.
These estimated costs relate to studying this particular degree course at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our website.

Section 9 – Indicators of quality and standards	
QAA Framework for Higher Education Qualifications (FHEQ) Level	7
Your course is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent courses of study.	
QAA Subject benchmark statement(s)	http://www.qaa.ac.uk/quality-code/subject-benchmark-statements

Section 10– Intermediate exit awards (where available)		
You may be eligible for an intermediate exit award if you complete part of the course as detailed in this document. Any additional criteria (e.g. mandatory modules, credit requirements) for intermediate awards is outlined in the sections below.		
Award	**Criteria**	**Awarding body**
PG Diploma	Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any course specific requirements).	Royal Holloway and Bedford New College
PG Certificate	Passes in at least 60 credits with no condonable fails	Royal Holloway and Bedford New College