INTERNATIONAL QUALIFICATIONS

AND ASSESSMENT CENTRE (IQAC)

Approved

2025 y. «___» _____

Programme	**Level 7 Diploma in Artificial Intelligence**		
Unit Number/ Unit Title	UNIT 5 STRATEGIC AI INNOVATION AND ENTREPRENEURSHIP		
Cohort Code:	L07SAIIE-U5		
Unit Level	7		
Total GLH	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
Credits	20 CATS/ 10 ECTS		
Lecturer			
Start Date		**End Date**	

Unit Aims	This unit explores how Artificial Intelligence can be used as a driver of strategic innovation and competitive advantage. It focuses on AI entrepreneurship, start-up ecosystems, innovation strategies, market adoption, business model development, and navigating the regulatory landscape. Learners will gain the skills necessary to assess market readiness, pitch AI solutions, and plan AI-based ventures or strategic initiatives within existing organisations.
Differentiation Strategies *(e.g. planned activities or support for individual learners according to their needs)*	The total number of students to be in the lesson is approximately 20. This is a multicultural group of students predominantly between the ages of 24 – 45, with numerous ethnic, gender, and creed background. These are UK academic level 5 students; hence it is assumed that they have practical, theoretical, or technological knowledge and understanding of a subject or field of work to find ways forward in broadly defined, complex contexts. These students must be able to generate information, evaluate, synthesise the use information from a variety of sources. Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include:- 1. Progressive tasks 2. Digital resources

	3. Verbal support 4. Variable outcomes 5. Collaborative learning 6. Ongoing assessment 7. Flexible-pace learning
Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	**Teaching and Learning Materials** • Gans, J. (2020). The Economics of Artificial Intelligence: An Agenda. University of Chicago Press. • Marr, B. (2021). Artificial Intelligence in Practice. Wiley. • Bostrom, N. (2014). Superintelligence: Paths, Dangers, Strategies. Oxford University Press. • Kaplan, J. (2016). Artificial Intelligence: What Everyone Needs to Know. Oxford University Press. • Russell, S. (2019). Human Compatible: AI and the Problem of Control. Penguin.

Learning Outcome	Assessment Criteria
LO1. 1. Evaluate the strategic role of AI in driving innovation and competitive advantage.	Case Study Analysis: 1.1 Critically analyse real-world AI innovation strategies. 1.2 Assess AI adoption and diffusion across industries.
LO2. 2. Develop viable business models for AI- driven products and services.	Business Plan Report: 2.1 Design scalable and ethical AI product/service models. 2.2 Align technical feasibility with market viability.
LO3. 3. Assess the regulatory and ethical implications of commercial AI deployment.	Reflective Essay: 3.1 Evaluate current and emerging AI regulatory frameworks. 3.2 Propose mitigation strategies for risk and bias in AI innovation.
LO4. 4. Design and pitch a new AI venture or innovation initiative.	Pitch Presentation: 4.1 Create a compelling AI business pitch. 4.2 Demonstrate market positioning and stakeholder value.
LO5. 5. Analyse funding and investment dynamics in AI entrepreneurship.	Portfolio Submission: 5.1 Explore funding models for AI start-ups. 5.2 Evaluate investor expectations and valuation criteria.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	**AI as a Strategic Business Driver**	**AI as a Strategic Business Driver** Disruptive vs. sustaining innovation, Porter's Five Forces in AI	LO1: AI for Competitive Advantage	
2.	**AI Adoption Across Industries**	**AI Adoption Across Industries** Healthcare, finance, retail, and manufacturing case studies	LO1: AI for Competitive Advantage	
3.	**Diffusion of AI Technologies**	**Diffusion of AI Technologies** Rogers' Innovation Adoption Curve, crossing the chasm	LO1: AI for Competitive Advantage	
4.	**AI Maturity Models**	**AI Maturity Models** Assessing organizational readiness for AI integration	LO1: AI for Competitive Advantage	
5.	**Case Study: AI Pioneers**	**Case Study: AI Pioneers** Google, Tesla, OpenAI – strategies and missteps	LO1: AI for Competitive Advantage	
6.	**AI Product/Service Archetypes**	**AI Product/Service Archetypes** SaaS AI, edge AI, AI-as-a-service (AIaaS)	LO2: AI Business Models	
7.	**Monetization Strategies**	**Monetization Strategies** Subscription, pay-per-use, freemium, data monetization	LO2: AI Business Models	
8.	Half-Term Exam	- Review of LO1 topics - Practice questions and mock assessment - **Half-term assessment** based on LO1 (theory)	LO1 LO2	
9.	**Technical Feasibility Assessment**	**Technical Feasibility Assessment** MVP development, computational/resource constraints	LO2: AI Business Models	
10.	**Market Viability Analysis**	**Market Viability Analysis** TAM/SAM/SOM, competitive benchmarking	LO2: AI Business Models	

11.	**Ethical Business Models**	**Ethical Business Models** Privacy-preserving AI, federated learning for business	LO2: AI Business Models	
12.	**AI Regulatory Landscape**	**AI Regulatory Landscape** GDPR, EU AI Act, US state-level regulations	LO3: Regulatory & Ethical Implications	
13.	**Risk Assessment Frameworks** NIST	**Risk Assessment Frameworks** NIST AI RMF, algorithmic impact assessments	LO3: Regulatory & Ethical Implications	
14.	Final Exam Preparation & Review	- Comprehensive review of all learning outcomes - Practice questions and revision of key topics	LO3: Regulatory & Ethical Implications	
15.	Final Exam	- **Final-term assessment** covering all learning outcomes (theory and practical elements)		
16.	Feedback & Reflection	- Review of final exam - Individual feedback on performance - Reflective discussion on key learning points		
17.	**Bias Mitigation in Commercial AI**	**Bias Mitigation in Commercial AI** Pre-/post-deployment auditing (Fairlearn, IBM AIF360)	LO3: Regulatory & Ethical Implications	
18.	**IP Strategy for AI**	**IP Strategy for AI** Patents (e.g., neural architectures), trade secrets, open-source	LO3: Regulatory & Ethical Implications	
19.	**Case Study: Regulatory Failures**	**Case Study: Regulatory Failures** Clearview AI, Zillow's algorithmic home-buying collapse	LO3: Regulatory & Ethical Implications	
20.	**Ideation Techniques**	**Ideation Techniques** Design thinking, jobs-to-be-done framework for AI	LO4: AI Venture Design & Pitching	
21.	**Business Model Canvas for AI**	**Business Model Canvas for AI** Adapting BMC for data/AI-centric ventures	LO4: AI Venture Design & Pitching	
22.	**Value Proposition Design**	**Value Proposition Design** AI-specific value props (e.g., "30% faster diagnoses")	LO4: AI Venture Design & Pitching	
23.	Half-Term Exam	**Capstone: AI Venture Pitch**		

		Shark-tank style presentation with feedback		
24.	**Pitch Deck Essentials**	**Pitch Deck Essentials** Problem-solution fit, traction metrics, competitive moats	LO4: AI Venture Design & Pitching	
25.	**Storytelling with Data**	**Storytelling with Data** Visualizing AI impact for non-technical stakeholders	LO4: AI Venture Design & Pitching	
26.	**AI Startup Funding Models**	**AI Startup Funding Models** Bootstrapping, VC, corporate partnerships, grants	LO5: AI Funding & Investment	
27.	**Investor Due Diligence**	**Investor Due Diligence** Technical diligence (model cards), market diligence	LO5: AI Funding & Investment	
28.	**Valuing AI Companies** **Corporate AI Innovation**	**Valuing AI Companies** Revenue multiples, cost-to-duplicate, strategic value **Corporate AI Innovation** Intrapreneurship, spin-offs, incubators	LO5: AI Funding & Investment	
29.	Final Exam Preparation & Review	LO1, LO2, LO3, LO4	LO1, LO2, LO3, LO4	
30.	Final Exam		LO1, LO2, LO3, LO4	