



COURSE OUTLINE

DIG301 Artificial Intelligence: Implications for Organisations in the Digital Age

Course Coordinator: Anthony Grace (agrace@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Semester 1

USC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

The simulation of human intelligence tasks by machines or artificial intelligence (AI) has increasingly become more integrated into organisations and society. Equipping and empowering small and medium organisations to understand how to integrate and work with AI and emerging technology is an important skill. In this course, you will learn the background of AI and implications for organisations and society and how AI can lead to improved sustainability. The course will focus on how AI impacts various business functions and the risks and benefits AI poses to society.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Pre-recorded concept videos and associated activity	1hr	Week 1	13 times
Tutorial/Workshop 1 – In-Class Tutorial	2hrs	Week 2	10 times
Seminar – 3x Seminars	1hr	Week 1	3 times
Information session – 3x dedicated Task Information sessions	1hr	Week 1	3 times
ONLINE			
Learning materials – Pre-recorded concept videos and associated activity	1hr	Week 1	13 times
Tutorial/Workshop 1 – Interactive Zoom Tutorial	2hrs	Week 2	10 times
Seminar – 3x Seminars	1hr	Week 1	3 times
Information session – 3x dedicated Task Information seminars	1hr	Week 1	3 times

1.3. Course Topics

- Introduction to Artificial Intelligence
- Intelligent Agents
- A.I. Problem Solving
- Knowledge, Reasoning and Planning
- Uncertain Knowledge and Reasoning
- Simple & Complex Decisions
- Machine Learning
- Deep Learning
- Natural Language Processing & Robotics
- The Future of A.I.

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Describe the history and functionality of Artificial Intelligence	Knowledgeable	PC1 - Communication PC1.2 - Oral Communication PC1.3 - Digital Literacy
2 Analyse the risks and benefits of Artificial Intelligence	Creative and critical thinker	PC1 - Communication PC3 - Creative and Critical Thinking PC4 - Community Consciousness
3 Apply Artificial Intelligence problem solving frameworks to organisations operating in the digital age	Empowered	PC3 - Creative and Critical Thinking PC3.1 - Problem Solving
4 Evaluate the role of Artificial Intelligence in simple and complex decisions	Creative and critical thinker	PC3 - Creative and Critical Thinking PC3.1 - Problem Solving
5 Collaborate with peers to develop innovative solutions to complex problems	Engaged	
6 Communicate in oral and written modes to non specialist audiences	Engaged	

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

During the initial weeks (weeks 1-3) participation in learning activities will be monitored and feedback provided to students

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral and Written Piece	Group	20%	10 minutes	Week 5	Online Assignment Submission with plagiarism check
All	2	Case Study	Group	40%	1,500 word case study	Week 9	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative, and Written Piece	Individual	40%	2,000 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: A.I. Risks and Benefits

GOAL:	Produce a recorded presentation outlining the risks and benefits of Artificial Intelligence to an industry of choice	
PRODUCT:	Oral and Written Piece	
FORMAT:	Submit video link of screen recording of presentation (maximum of 15 powerpoint slides)	
CRITERIA:	No.	Learning Outcome assessed
	1	Demonstrate critical thinking for identifying the risks and benefits of AI within the context of a chosen industry 2
	2	Structure of the Presentation 6
	3	Clarity, Logic and Flow of Arguments 6
	4	Use of appropriate verbal and non-verbal communication 6

All - Assessment Task 2: A.I. problem solving case study

GOAL:	Building on task 1, choose an organisation operating within your industry of choice and identify a problem faced by the organisation. Research how A.I. could be used to solve the problem identified.
PRODUCT:	Case Study
FORMAT:	Submit a word document (.doc) or PDF

CRITERIA:	No.	Learning Outcome assessed
	1	Knowledge of the functionality of A.I. 1
	2	Identification of problematic areas within organisations and appropriate A.I. solutions 3
	3	Demonstrate an ability to work collaboratively within a team 5

All - Assessment Task 3: Reflection

GOAL:	Answer the set of reflective questions on the implications A.I. will have on organisations operating in the digital age.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	Submit a word document (.doc) or PDF	
CRITERIA:	No.	Learning Outcome assessed
	1	Reflect on the role A.I. plays in organisations and society 2
	2	Demonstrate knowledge of the influence A.I. has on decision making and problem solving 3 4
	3	Critically analyse existing sources of secondary data and literature in the field 1 2
	4	Clarity, logic, and flow of written reflection and arguments presented 4
	5	Communication in oral and written modes to non specialist audiences 6

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Required	PETER. RUSSELL NORVIG (STUART.)	2021	ARTIFICIAL INTELLIGENCE	Global Ed.	Pearson

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task

10% (of the assessment task's identified value) for the third day

20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task

A result of zero is awarded for an assessment task submitted seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4. SafeUSC

USC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

USC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au