**Programme Specification**

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| MSc Applied Artificial Intelligence for Business (full-time) | PFTZAAIBUSHM |
| MSc Applied Artificial Intelligence for Business (part-time) | PPTZAAIBUSHM |

**For students entering in 2027/28**

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

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|---|---|
| Awarding Institution | University of Reading |
| Teaching Institution | University of Reading |
| Length of Programme | MSc Applied Artificial Intelligence for Business (full-time) - 12 months<br>MSc Applied Artificial Intelligence for Business (part-time) - 24 months |
| Accreditation | Association to Advance Collegiate Schools of Business (AACSB)<br><br>EFMD Quality Improvement System (EQUIS) |
| Programme Start Dates | September |
| QAA Subject Benchmarking Group | Computing, Business and Management |

**Programme information and content**

In business there is an increasing demand for graduates globally who have the ability to align business needs with appropriate AI-driven solutions to drive productivity and innovation, equipped with the ability to communicate effectively how to operationalise the application of such AI solutions, and lead their implementation and progression. This programme responds to this demand by uniquely combining the disciplinary expertise in both business & management and computer science.

This programme aims to develop future leaders who will play a key role in an AI-empowered business environment that can effectively align the business strategy with the AI strategy through the understanding of both business and technology.

The MSc Applied Artificial Intelligence for Business programme is designed to equip students with practical knowledge, skills and tools to develop innovative AI-based solutions to modern business problems. Students will learn to develop a strategic approach to introduce AI technologies in achieving business objectives, through analysing real business problems, assessing the applicability and opportunities for improving business activities empowered by AI technologies by acquiring practical technical skills to design and evaluate the solutions.

**Programme Learning Outcomes**

-MSc Applied Artificial Intelligence for Business (full-time)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

| | Learning outcomes |
|---|---|
| 1 | Apply advanced methodical approaches to identify and address complex business challenges, designing AI-driven solutions that align with organisational goals. |
| 2 | Critically evaluate existing and emerging research, literature and practices and undertake substantial, independent research projects to explore AI applications in business. |
| 3 | Assess the impact of AI technologies on business strategy, operations, and value creation, to enable the seamless integration of AI technologies and business. |
| 4 | Acquire and apply essential technical skills, such as data analytics, problem-solving algorithms and cloud services, to design innovative AI-empowered business solutions. |
| 5 | Critically evaluate the social and ethical dimensions of AI in the context of its application to business. |
| 6 | Work effectively in team environments, leveraging collaborative skills to address business problems and deliver AI solutions. |
| 7 | Communicate findings, and solutions effectively through written reports and oral presentations, tailored to a range of audiences, including technical and non-technical stakeholders. |

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

**Module information**

The programme comprises 180 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

**Compulsory modules**

| Module | Name | Credits | Level |
|---|---|---|---|
| CSMASC | AI Software on the Cloud | 20 | M |
| CSMFAI | Fundamentals of Artificial Intelligence | 20 | M |
| CSMPSP | Problem Solving with Python | 20 | M |
| INMR78 | MSc Dissertation (Applied AI for Business) | 40 | M |
| INMR81 | AI and Data Analytics in Business | 20 | M |
| INMR91 | Business Informatics | 20 | M |
| INMR95 | Business Data Analytics | 20 | M |

The remaining 20 credits will be taken from a list of optional modules from the Henley Business School, the School of Mathematical, Physical and Computational Sciences, or other departments within the University.

**Part-time or flexible modular arrangements**

The programme can be taken part-time over two consecutive years.

The dissertation should be taken in the final year; the other 140 credits can be divided between the two years at the student's discretion. A student may undertake an optional module at any time, without necessarily being constrained by the completion of core modules.

**Placement opportunities**

Students may carry out their dissertation projects in organisations as part of a placement. The placement needs to be arranged by students and requires an approval by the Programme Director who ensures that the placement satisfies the requirements of the Dissertation.

**Study abroad opportunities**

N/A

**Optional modules**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

**Teaching and learning delivery**

Teaching is organised in modules. The method of delivery varies among modules, especially in terms of the proportions of time allocated to lectures, practicals, tutorials and seminars. Some modules may include group work.

The programme requires a substantial amount of independent reading, research and study and you are expected to take personal responsibility and show initiative in developing your knowledge and understanding of the field of study. You will also need to enhance your skills in communications, information handling, numeracy, problem-solving, data analysis and the use of information technology. You will work under time pressure throughout the programme and will learn to set priorities and manage your time in order to meet strict deadlines. Career planning/development is also a part of the programme.

The total study hours for the programme will be 1800 hours. The contact hours for your programme will depend on your module combination; an average for a typical 20-credit module is 200 hours. This includes, in addition to your scheduled contact hours, guided independent study which students will be expected to undertake.

Elements of your programme will be delivered via digital technology.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

**Accreditation details**

Accredited by:

EFMD Quality Improvement System (EQUIS)

Association to Advance Collegiate Schools of Business (AACSB)

**Assessment**

The programme will be assessed through a combination of written examinations (including class tests), coursework (including individual and/or group work) and oral assessments. Further information is contained in the individual module descriptions.

**Progression**

N/A

**Classification**

The University's taught postgraduate marks classification is as follows:

| **Mark** | **Interpretation** |
|---|---|
| 70 - 100% | Distinction |
| 60 - 69% | Merit |
| 50 - 59% | Good standard (Pass) |

**Failing categories:**

| | |
|---|---|
| 40 - 49% | Work below threshold standard |
| 0 - 39% | Unsatisfactory Work |

**For Master's Degree**

The following conditions must be satisfied for the award of a Master's degree:

**Award of a Master's degree**

(i) an overall weighted average of 50% or more over 180 credits
(ii) a mark of 50% or more in at least 120 credits
(iii) not more than 20 credits with a mark below 40%

In addition, for all classifications, student must:

(i) achieve a mark of 50% or more for the Dissertation

In addition to the threshold conditions for the award of a Master's degree, the following **further** conditions must be satisfied for a classification of Distinction or Merit:

**Distinction**
[An overall weighted average of 70% or more over 180 credits
OR
an overall weighted average of 68% or more over 180 credits and marks of 70% in at least 90 credits]
[AND
Where the dissertation is included in the conditions for the award of a Master's degree, a mark of at least 60% in the dissertation]
AND
No marks below 40%.

**Merit**
[An overall weighted average of 60% or more over 180 credits
OR
an overall average of 58% or more over 180 credits and marks of 60% in at least 90 credits]
AND
No marks below 40%.

**For Postgraduate Diploma**

The following conditions must be satisfied for the award of a Postgraduate Diploma:

**Award of a Postgraduate Diploma**

(i) an overall weighted average of 50% or more over 120 credits
(ii) a mark of 50% or more in at least 80 credits
(iii) no credits with a mark below 40%

In addition to the threshold conditions for the award of a Postgraduate Diploma, the following **further** conditions must be satisfied for a classification of Distinction or Merit:

**Distinction**
[An overall weighted average of 70% or more over 120 credits
OR
an overall weighted average of 68% or more over 120 credits and marks of 70% in at least 60 credits]

AND
No marks below 40%.

**Merit**
[An overall weighted average of 60% or more over 120 credits
OR
an overall average of 58% or more over 120 credits and marks of 60% in at least 60 credits]
AND
No marks below 40%.

**For Postgraduate Certificate**

The following conditions must be satisfied for the award of a Postgraduate Certificate:

**Award of a Postgraduate Certificate**

i. an overall weighted average of 50% or more over 60 credits
ii. no credits with a mark below 40%

Details of the classification method is given in detail in the Assessment Handbook under:

- Section 19: Awards: Postgraduate Master's, Postgraduate Diploma, Postgraduate Certificate

Please note that there may be a specific version for your year of entry.

**Additional costs of the programme**

For textbooks and similar learning resources, we recommend that you budget approximately £500. Some books may be available second-hand, which will reduce costs. A range of resources to support your curriculum, including textbooks and electronic resources, are available through the Central Library and the Business School Academic Resource Centre. Reading lists and module specific costs are listed on the individual module descriptions.

Subject to your module selection, you may be required to purchase sundry materials (i.e. printing). During your programme of study, you will incur some additional costs, such as printing and photocopying – for these facilities are available on campus. Essential costs in this area will be low as most coursework is submitted electronically.

Many students find it advantageous to have their own personal computing facilities* although there are central lab PC facilities available. Access to software hosted at the Department of Computer Science will also be available.

*Software for some technical modules (e.g. data mining/analytics/visualisation) may work on Windows environments only.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the DTS Student Hub.

**For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at http://www.reading.ac.uk/module/. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.**

MSc Applied Artificial Intelligence for Business (full-time) for students entering in session 2027/28
10 July 2026