Goldsmiths
UNIVERSITY OF LONDON

BSc (Hons) AI for Business and Entrepreneurship; BSc (Hons) AI for Business and Entrepreneurship with Work Experience

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	BSc (Hons) AI for Business and Entrepreneurship BSc (Hons) AI for Business and Entrepreneurship with Work Experience
b) Programme code(s)	510165 and 510182 with Work Experience
c) Programme credit value(s)	360 or 480 with work experience CATS 180 or 240 with work experience ECTS
d) Programme author(s)	Professor James Ohene-Djan
e) Entry requirements	Applicants will normally be expected to have BBB at A level, or an equivalent qualification. A levels or equivalent study in Mathematics, Computer Science, Information Technology or Business are welcomed, but applicants without these subjects are encouraged to apply where they can demonstrate relevant interest, knowledge, skills or experience. Applicants without an A-level or equivalent qualification in a scientific or technical subject should normally hold GCSE Mathematics at grade B/6, or equivalent. Applicants may be invited to interview and may be asked to complete a computing aptitude task. Applicants whose first language is not English should normally achieve IELTS 6 overall, or an equivalent English-language qualification, in accordance with Goldsmith's admissions requirements.
f) Academic year effective from	2027/28

2. Programme Aims & Overview

Aims

The programme aims to provide an interdisciplinary education that brings together computer science, digital business, entrepreneurship, artificial intelligence and innovation.
It develops practical technical capability in programming, web and digital product development, data-informed decision-making and the responsible use of AI in business and entrepreneurial contexts.
It enables students to identify user, organisational and market needs and to design, develop, test and evaluate digital products, services and venture proposals that respond to those needs.
It develops understanding of entrepreneurship, business models, markets, branding, management and commercialisation so that technical ideas can be assessed as viable and responsible propositions.
It develops critical awareness of the ethical, legal, social and professional implications of digital and AI-enabled systems, including bias, privacy, transparency, security, sustainability and the changing nature of work.
It embeds academic, digital and AI literacies alongside communication, teamwork, project management, creativity, reflection and independent learning.
It prepares graduates for employment, enterprise and further study in roles that require a combination of technical confidence, commercial awareness and responsible innovation.

Overview

BSc (Hons) AI for Business and Entrepreneurship is a computing-led interdisciplinary degree for students who want to build digital products, understand how organisations and markets work, and turn ideas into viable ventures. It brings together the established strengths of computer science, business, and Entrepreneurship under a clearer, more widely recognised title, while retaining visible study of AI, digital product innovation and responsible technology from the first year.
Students study programming, frontend and dynamic web development, statistics, user experience, artificial intelligence, entrepreneurship, consumer behaviour, branding, project work and responsible management.
The Level 4 module Artificial Intelligence for Business introduces machine learning, automation, natural language processing, predictive analytics and AI-supported decision-making in marketing, finance and operations. It also examines bias, privacy, transparency, employment and the wider effects of AI on organisations and business models.
Learning is practical and project-based. Students move from guided technical and business tasks at Level 4, through more independent digital development, market analysis and collaborative project work at Level 5, to integrated professional work at Level 6. Computing Project 1, Computing Project 2 and the Final Project provide a clear developmental spine through which students learn to define problems, investigate users and contexts, build and test solutions, document decisions, evaluate outcomes and communicate their work.
At Level 6, Digital Product Innovation and Venture Creation brings together user and market research, product thinking, prototyping, business cases and venture development. The Final Project enables each student to plan, research, implement and evaluate a substantial piece of independent work. Students may also choose the work-experience pathway, adding a 120-credit placement between Levels 5 and 6.
The programme is intended for students who want a strong practical foundation in computer science alongside business and entrepreneurship, rather than a purely technical computing degree or a business

degree with limited technical content. Graduates will be prepared for roles including business analyst, digital business analyst, junior product manager, innovation associate, technology consultant, digital project coordinator, web or application developer, digital operations executive, start-up associate and business development roles in technology-led organisations

3. External reference

Item	Information
a) FHEQ Level of Award:	6
b) UCAS Code(s):	IN11 (subject to confirmation following the title change)
c) HECoS Code(s):	100366 Computer Science; 100079 Business Studies
d) QAA Benchmark group:	Computing (2022); Business and Management (2023)

4. Awards

Item	Information
a) Awarding institution:	Goldsmiths, University of London
b) Teaching institution:	Goldsmiths, University of London
c) Home School:	Computing **If other, name here:**
d) School(s) also involved in teaching of the programme:	1. Computing 2. Creative Management **If other, name here:**
e) Entry awards:	☐ Foundation Cert ☐ CertHE ☐ DipHE ☐ PGCert ☐ PGDip
f) Interim exit awards:	☐ Foundation Cert ☒ CertHE ☒ DipHE ☐ PGCert ☐ PGDip
g) Final awards:	BSc (Hons) AI for Business and Entrepreneurship BSc (Hons) AI for Business and Entrepreneurship with Work Experience

5. Delivery

Item	Information	
a) Language of study:	English	
b) Valid intake points in year:	☐ January ☒ Sept/Oct ☐ Other If other, specify: N/A	
c) Mode of study:	On Campus Indicate the overall balance of teaching modes in the rows below. Row d) shows total hours of directed learning, with e) and f) showing how this is broken down in in-person vs. online learning, in hours and percentages.	
d) Total hours directed learning/year	**1200 per year and the whole programme is 3600 or 4800 for work experience**	
e) In-person hours	686	100%
f) Online hours	0	0%
g) Pace of study:	☒ Full time ☒ Part time	
h) Duration of programme	Full time: 3 ☒years ☐months Part time: 6 ☒years ☐months	
i) External accreditation:	N/A	
j) Apprenticeship Standard:	N/A	

6. Programme Learning Outcomes

Also, see the curriculum map at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)
- **Professional and transferable skills and behaviours** (P1-3)

On successful completion of the programme, you will be able to:

	Learning Outcome	Level	Graduate Attribute
D1	Explain the principal concepts and contexts of computer science, digital business, entrepreneurship, artificial intelligence and innovation, and how they shape organisations, markets and society.	4	Diversity of perspective
D2	Apply and integrate appropriate computing methods and technologies, including programming, web applications, user-centred design, data analysis and AI-supported approaches, in realistic business contexts.	5	Responsible agency
D3	Critically evaluate the legal, ethical, social, security, sustainability and professional implications of digital and AI-enabled systems, products and ventures.	6	Political in the personal
F1	Identify and analyse user, organisational and market needs and translate them into clear requirements and proposals for digital products, services or ventures.	4	Diversity of perspective
F2	Design, develop, test and evaluate digital artefacts using appropriate tools, techniques, evidence and iterative methods.	5	Responsible agency
F3	Integrate entrepreneurial, analytical and strategic thinking to assess and justify the feasibility, value and potential impact of technology-enabled and AI-supported digital opportunities.	6	Responsible agency
P1	Communicate technical, business and project information clearly and appropriately in written, oral, visual and digital forms for specialist and non-specialist audiences.	4	Diversity of perspective
P2	Plan and carry out individual and collaborative work effectively, demonstrating organisation, initiative, reflection, responsibility and project management.	5	Collaboration
P3	Respond creatively, critically and professionally to changing technological, organisational and market conditions, including responsible and transparent use of AI.	6	Responsible agency

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

Programme structure notes (where relevant):

Each phase comprises 120 CATS (60 ECTS). The standard honours degree comprises 360 CATS; the work-experience pathway comprises 480 CATS.

Students on the work-experience pathway complete the 120-credit Work Placement after Phase 2 and before the final academic phase. The placement does not alter the Level 4, Level 5 or final-year academic curriculum.

For the work-experience pathway, final-stage study follows the placement year and may therefore extend to Year 7.

The list of modules offered is updated annually to ensure its relevance and alignment with current industry requirements.

The Year PT column shows the normal part-time sequence. Part-time students can consult the programme leader to determine the most suitable approach for selecting the number of modules to take, as well as which modules to study in each year.

Phase 1 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Understanding Entrepreneurship	CC51001	15	4	Compulsory	1	Y1	All
Introduction to Programming	IS51031	15	4	Compulsory	1	Y1	All
Web Development	TBC	15	4	Compulsory	1	Y2	All
Logic, Electronics and Computer Architecture	TBC	15	4	Compulsory	1	Y2	All
Computing Project 1	IS51036	15	4	Compulsory	2-3	Y2	All
Artificial Intelligence for Business	TBC	15	4	Compulsory	2	Y2	All
Professional Practice for Computing	IS51046	15	4	Compulsory	2	Y1	All
Introduction to Statistics	IS51033	15	4	Compulsory	2	Y1	All

Phase 2 (FT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
Software Development and Design	IS52060	15	5	Compulsory	1	Y3	All
Consumer Behaviour	IM52005	15	5	Compulsory	1	Y3	All
Pitching Creative Businesses	IC52257	15	5	Compulsory	1	Y4	All
Human Computer Interaction Theory Practice and Application	IS52046	15	5	Compulsory	1	Y4	All
Ethical Applied Artificial Intelligence	TBC	15	5	Compulsory	2	Y4	All
Entrepreneurial Behaviour	IM52012	15	5	Compulsory	2	Y3	All
Goldsmiths' Social Change Project	CC52001	15	5	Compulsory	2	Y3	All
Computing Project 2	IS52018	15	5	Compulsory	2-3	Y4	All

Phase 3 (FT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
Network and System Security	IS53077	15	6	Option - Core	1	Y5	All
Designing Accessible Interfaces	IS53079	15	6	Option - Core	2	Y5	All
Cloud Computing and Security	TBC	15	6	Option - Core	1	Y6	All
Mobile Development	TBC	15	6	Option - Core	1	Y5	All
Digital Product Innovation and Venture Creation	TBC	15	6	Compulsory	1	Y5	All
Accredited Work Experience	IS53044	15	6	Elective	Multi	Y6	All
Ethical Computing for the Social Economy	IS53068	15	6	Option - Core	1	Y6	All
Advanced Data Techniques	TBC	15	6	Option - Core	2	Y6	All
Generative Artificial Intelligence	TBC	15	6	Option - Core	2	Y6	All
Cryptography	IS53078	15	6	Option - Core	2	Y5	All
Social Responsibilities of Management	TBC	15	6	Compulsory	2	Y5	All
Final Project	IS53080	45	6	Compulsory	1-2-3	Y6	All

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through workshops, practical labs, lectures and seminars. It may have a mix of in-person and online activities, designed to give you the best learning experience and to make the

most out of your learning experience. You are expected to attend all of your timetabled learning activities.

Specifically, this programme will be taught in the following ways:
Lectures and seminars introduce concepts, theories, evidence and contemporary debates in computer science, business, entrepreneurship, AI and innovation. Case studies connect these ideas to organisations, markets, communities and emerging professional practice.

Practical workshops and computing laboratories develop programming, web development, data, prototyping, user-experience and AI-literacy skills. Demonstrations and guided exercises are followed by increasingly independent design and development work.

Project-based learning runs throughout the programme. Students work individually and in teams to define problems, investigate users and contexts, develop requirements, build and test digital artefacts, evaluate outcomes and present their decisions. Project complexity and independence increase from Computing Project 1 to Computing Project 2 and the Final Project.

Academic, digital and AI literacies are taught progressively through structured reading, research, writing, documentation, data interpretation, source evaluation, reflective practice and responsible use of AI tools. Students learn to explain where and how AI has been used and to evaluate its limitations, bias, reliability and ethical implications.

Entrepreneurial and professional learning is developed through business cases, market and user research, pitching, branding, product strategy, venture development, teamwork and live or authentic briefs where available. The work-experience pathway provides an additional opportunity to apply learning in a professional setting.

Independent study is supported by the VLE, library resources, specialist computing facilities, formative tasks, peer learning, tutorials, personal tutoring and project supervision.

Assessment modes and approaches

You will be assessed in a range ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

Assessment is designed to test academic understanding, technical capability, business analysis, creativity and professional practice. Methods include essays, reports, case-study analysis, code and working digital artefacts, prototypes, user and market research, business cases, presentations and pitches, reflective work, portfolios and individual or group projects.

Assessment becomes progressively more independent. Level 4 provides structured tasks and guided project work; Level 5 requires more substantial application, analysis and collaborative delivery; Level 6 requires integrated professional judgement through venture-related work, responsible-management study and the substantial independent Final Project.

Formative activities include draft work, demonstrations, exercises, peer review, presentations in progress, prototype testing and tutorial discussion. Feedback may be written, verbal, audio-visual or delivered through practical critique and is intended to help students improve subsequent work.

Assessment briefs state the permitted use of generative AI and other AI-enabled tools. Students are expected to use such tools transparently, critically and responsibly, to verify outputs, protect confidential or personal data and maintain academic integrity.

Exams may take a variety of forms, including project-based assessments and in-class examinations, depending on the learning outcomes of the module. The assessment diet below is the proposed programme-level balance for compulsory learning. It will be checked alongside module specifications and deadline mapping before final delivery in 2027/28 to ensure variety, manageable timing, an appropriate balance of individual and group work and opportunities to act on feedback.

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	0	0	0	0	0	0
Exam	0	0	3	0	0	3
Live	0	0	0	2	0	2
Portfolio (multi-modal)	0	8	2	1	0	11
Practical / multimedia	0	0	0	0	0	0
Written	0	0	6	0	0	6
TOTAL:	**0**	**8**	**11**	**3**	**0**	**22**
Of which…	**Individual:**	**19**	**Group:**	**3**		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/

Item	Information
b) Placement opportunities	Students registered on the work-experience pathway complete the 120-credit Work Placement between Level 5 and the final academic stage. The placement may be undertaken in the UK or abroad, subject to approval and the relevant placement requirements. The Department supports students with preparation, applications and professional development. Securing a suitable placement remains a competitive process and requires active participation by the student. Students who do not complete the placement may transfer to the standard 360-credit route in accordance with programme and College regulations.
c) Programme-specific requirements	There are no additional programme-specific academic requirements beyond those stated in the programme and module specifications. Students are expected to attend and engage with scheduled lectures, seminars, laboratories, workshops, tutorials, project supervision and group activity. Students undertaking the work-experience pathway must satisfy placement approval, professional conduct, health and safety, right-to-work or visa, and any employer-specific requirements.
d) Programme specific costs and resources	No compulsory programme-specific charges are currently anticipated beyond normal study costs. Students require regular access to a computer and reliable internet connection for independent study. Goldsmiths provides access to computing laboratories, specialist software, library resources and the institutional VLE. Optional activities, personal equipment upgrades, travel and costs associated with placements may create additional expenditure. Current information should be confirmed through the programme handbook and Goldsmiths fees and funding guidance.
e) Employability and potential career opportunities	Graduates will be prepared for work at the intersection of computer science, business and entrepreneurship. Potential roles include business analyst, digital business analyst, junior product manager, product or innovation associate, technology consultant, digital project coordinator, e-commerce or digital operations executive, web developer, application developer, start-up associate and business development roles in technology-led organisations. The programme develops programming and digital-product skills alongside user and market analysis, business modelling,

Item	Information
	communication, teamwork, project management, responsible AI use and independent problem-solving. These capabilities support employment in established organisations, start-ups, consultancy, the creative industries, financial services, public and third-sector organisations, as well as self-employment and further postgraduate study. The optional placement year gives students the opportunity to gain professional experience, evidence workplace capability, build contacts and reflect on career development before completing the final academic stage.

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Understanding Entrepreneurship	CC51001	Compulsory	☒	☐	☐	☒	☐	☒	☒	☐	☒
Introduction to Programming	IS51031	Compulsory	☒	☒	☐	☐	☒	☐	☐	☒	☐
Web Development	TBC	Compulsory	☐	☒	☐	☒	☒	☐	☒	☐	☐
Logic, Electronics and Computer Architecture	TBC	Compulsory	☒	☒	☐	☐	☒	☐	☐	☐	☐
Computing Project 1	IS51036	Compulsory	☐	☒	☐	☒	☒	☐	☒	☒	☒
Artificial Intelligence for Business	TBC	Compulsory	☒	☒	☐	☐	☒	☐	☐	☐	☐
Professional Practice for Computing	TBC	Compulsory	☐	☐	☒	☐	☐	☐	☒	☒	☒
Introduction to Statistics	IS51033	Compulsory	☒	☒	☐	☒	☒	☐	☒	☐	☐
Software Development and Design	IS52060	Compulsory	☐	☒	☒	☒	☒	☐	☒	☒	☐
Consumer Behaviour	TBC	Compulsory	☒	☒	☐	☒	☐	☒	☒	☐	☐
Pitching Creative Businesses	IC52257	Compulsory	☒	☐	☐	☒	☐	☒	☒	☒	☒
Human Computer Interaction Theory Practice and Application	IS52046	Compulsory	☒	☒	☒	☒	☒	☐	☒	☐	☐
Ethical Applied Artificial Intelligence	TBC	Compulsory	☒	☐	☒	☒	☐	☒	☐	☒	☒
Entrepreneurial Behaviour	TBC	Compulsory	☒	☒	☐	☐	☒	☐	☐	☒	☐
Computing Project 2	IS52018	Compulsory	☐	☐	☐	☒	☒	☒	☒	☒	☒
Goldsmiths' Social Change Project	CC52	Compulsory	☒	☐	☒	☒	☒	☒	☒	☒	☒
Network and System Security	IS53077	Option - Core	☒	☒	☒	☐	☒	☐	☒	☐	☒
Designing Accessible Interfaces	IS53079	Option - Core	☒	☒	☒	☒	☒	☐	☒	☐	☒
Cloud Computing and Security	TBC	Option - Core	☒	☒	☒	☐	☒	☒	☐	☐	☒
Mobile Development	TBC	Option - Core	☐	☒	☒	☒	☒	☐	☒	☒	☐
Digital Product Innovation and Venture Creation	TBC	Compulsory	☒	☒	☒	☒	☒	☒	☒	☒	☒

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Accredited Work Experience	IS53044	Elective	☐	☒	☒	☒	☐	☒	☒	☒	☒
Ethical Computing for the Social Economy	IS53068	Option - Core	☒	☐	☒	☒	☐	☒	☒	☐	☒
Advanced Data Techniques	TBC	Option - Core	☐	☒	☒	☒	☒	☒	☒	☐	☒
Generative Artificial Intelligence	TBC	Option - Core	☒	☒	☒	☐	☒	☒	☐	☐	☒
Cryptography	IS53078	Option - Core	☒	☒	☒	☐	☒	☐	☐	☐	☐
Social Responsibilities of Management	TBC	Compulsory	☒	☐	☒	☒	☐	☒	☒	☐	☒
Final Project	IS53080	Compulsory	☒	☒	☒	☒	☒	☒	☒	☒	☒