Important Note:

The following Regulations and Syllabuses for the Degree of Master of Artificial Intelligence in Business (MAIB) are provided for reference purposes only.

The Regulations and Syllabuses of the MAIB programme for the academic year 2026-2027 are subject to change.

Annex II

REGULATIONS FOR THE DEGREE OF MASTER OF ARTIFICIAL INTELLIGENCE IN BUSINESS (MAIB)

These Regulations apply to candidates admitted to the Master of Artificial Intelligence in Business curriculum in the academic year 2026-27 and thereafter.

(See also General Regulations and Regulations for Taught Postgraduate Curricula)

Admission requirements

MAIB 1. To be eligible for admission to the courses leading to the degree of Master of Artificial Intelligence in Business, candidates shall

(a) comply with the General Regulations;
(b) comply with the Regulations for Taught Postgraduate Curricula;
(c) hold
  (i) a Bachelor's degree with honours of this University; *or*
  (ii) another qualification of equivalent standard from this University or from another university or comparable institution accepted for this purpose; and
(d) satisfy the examiners in a qualifying examination, if required.

Qualifying examination

MAIB 2.

(a) A qualifying examination may be set to test the candidates' formal academic ability or their ability to follow the courses of study prescribed. It shall consist of one or more written papers or their equivalent, and may include a project report.
(b) Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register until they have satisfied the examiners in the examination.

Course exemption

MAIB 3. Course exemption of up to two required courses, except the capstone course, may be granted (normally by examination) if candidates

(a) can produce evidence, such as transcript and course syllabus, that a course is equivalent in content to another course taken elsewhere for which a satisfactory grade has been obtained; or
(b) are holding relevant professional qualifications which were obtained before admission to the curriculum.

No credits will be given for the exempted course and candidates shall be required to take an approved alternative course of the same credit value.

Award of degree

MAIB 4. To be eligible for the award of the degree of Master of Artificial Intelligence in Business, candidates shall

(a) comply with the General Regulations;
(b) comply with the Regulations for Taught Postgraduate Curricula; and
(c) complete the curriculum and satisfy the examiners in accordance with the regulations set out below.

Period of study

MAIB 5. The curriculum shall normally extend over one academic year of full-time study. Candidates shall not be permitted to extend their studies beyond the maximum period of registration of two academic years, unless otherwise permitted or required by the Board of the Faculty.

Completion of curriculum

MAIB 6. To complete the curriculum, candidates shall
(a) satisfy the requirements prescribed in TPG 6 of the Regulations for Taught Postgraduate Curricula;
(b) follow the courses of instruction and complete satisfactorily all prescribed written work and field work;
(c) satisfy the examiners in all prescribed courses as specified in the syllabuses and in any prescribed form of examination; and
(d) have achieved a cumulative GPA of 2.0 or above.

Assessment

MAIB 7. Candidates shall satisfy the examiners in all the prescribed courses as specified in the syllabuses. Examinations shall normally be held at the end of each course, unless otherwise specified. Only passed courses will earn credits.

MAIB 8. Candidates who have failed a course shall be required to sit for re-assessment/re-examination or to retake the course. If the failure is an elective course, candidates may elect to take another course as a substitute.

MAIB 9. Candidates who are unable, because of illness, to be present at the written examination of any course may apply for permission to present themselves at a supplementary examination of the same course to be held at some other time. Failure to sit for supplementary examination as arranged shall automatically result in course failure.

MAIB 10. Candidates shall not be permitted to repeat a course for which they have received a passing grade for the purpose of upgrading.

MAIB 11. Candidates who have failed in the assessment/examination or re-assessment/re-examination of more than two courses during the entire period of study of the curriculum or have exceeded the maximum period of registration as specified in Regulation MAIB 5 shall be recommended for discontinuation under the provisions of General Regulations G12.

MAIB 12. There shall be no appeal against the results of examinations and all other forms of assessment.

Grading system

MAIB 13. Courses shall be graded according to the following grading system:

Grade	*Standard*	*Grade Point*
A+	Excellent	4.3
A		4.0
A-		3.7
B+	Good	3.3
B		3.0
B-		2.7
C+	Satisfactory	2.3
C		2.0
C-		1.7
D+	Pass	1.3
D		1.0
F	Fail	0

Assessment results

MAIB 14. On successful completion of the curriculum, candidates who have shown exceptional merit at the completion of the curriculum may be awarded a mark of distinction, and this mark shall be recorded in the candidates' degree diploma.

SYLLABUSES FOR THE DEGREE OF MASTER OF ARTIFICIAL INTELLIGENCE IN BUSINESS (MAIB)

These syllabuses apply to candidates admitted to the Master of Artificial Intelligence in Business in the academic year 2026-27 and thereafter.

CURRICULUM STRUCTURE

Candidates must read a total of eleven courses, comprising six core courses (inclusive of one capstone course) and five elective courses. A list of electives will be announced at the beginning of each module. Candidates can also choose up to two elective courses from other taught postgraduate curricula offered by the Faculty of Business and Economics under the advice and approval of the Programme Directors concerned.

Not all the courses listed in the syllabuses will necessarily be offered each academic year.

CORE COURSES

MAIB7001 Artificial Intelligence in Business (6 credits)
This course focuses on the applications of artificial intelligence (AI) in business. Students will learn how various AI techniques can be applied to solve real-world problems in business and economics, such as market analysis, customer relationship management, human resources management, robo-advisors, algorithmic trading, risk management, and economic predictions. Multiple case studies will be used to illustrate how AI can be used to create value in business and solve real world problems. The challenges and concerns in using AI will also be discussed.

MAIB7002 Fundamentals of AI Models and Technologies (6 credits)
This course offers an introduction to the fundamentals of artificial intelligence. It aims to provide students with foundational knowledge in artificial intelligence models and technologies, including the definition of artificial intelligence, theoretical foundations of artificial intelligence, artificial intelligence models and techniques, and their limitations. Students will acquire hands-on experience in designing and developing models using artificial intelligence and machine learning.

MAIB7003 AI Transformation and Organizational Change (6 credits)
This course aims to equip students with a solid understanding of the important role of artificial intelligence (AI) revolution in today's global business environment. As AI and digital platforms transform the nature of business and organizational structure across a wide range of industries, mastering the concepts and practices of AI transformation is crucial for managers, entrepreneurs as well as investors. Through disciplined analyses of successful and unsuccessful cases across industry and national borders, this course will provide students with the sophistication to identify, evaluate, and act upon new business opportunities successfully in the global business environment in the AI era.

MAIB7004 Responsible AI: Regulations, Safety, and Ethics (6 credits)
This course focuses on the responsible use of artificial intelligence (AI). It discusses issues such as ethics, fairness, transparency, accountability, and safety associated with the use of AI. It also covers the laws and regulations governing the use of AI both locally and globally and the relevant compliance considerations. Some frameworks and best practices will be introduced. Students are expected to analyze various business cases and business applications and discuss the legal, risk, and ethical issues involved.

MAIB7005 Advanced Machine Learning and Deep Learning (6 credits)
The course builds on top of the Fundamentals of AI course and studies some more advanced concepts and knowledge of machine learning and deep learning. Besides basic machine learning models, it will cover ensemble learning and deep neural networks such as convolutional neural networks, recurrent neural networks, transformers and attention mechanisms, generative adversarial networks, and deep reinforcement learning. Students can learn the theory and practical skills involved in the design and implementation of these machine learning and deep learning models. The strengths and weaknesses of each method will be discussed. In addition, students will learn how to evaluate the performance of different types of models and choose the appropriate models in different scenarios.

MAIB7901 AI Entrepreneurship (capstone course) (6 credits)
This course focuses on the intersection of AI, business, and creativity to develop entrepreneurial skills and strategies for creating and launching innovative AI-based ventures. Students will learn how to identify market opportunities, develop business models, secure funding, and navigate the challenges of starting and growing a AI-focused business. The course covers topics such as idea generation, product development, market research, intellectual property protection, marketing strategies, financial management, and pitching to investors. Students will have the opportunity to integrate and apply what they have learned in the programme in a project. They will develop a business plan which will be presented to potential investors.

ELECTIVE COURSES

MAIB7006 Economic Forecasting with Machine Learning (6 credits)
This course is designed to provide the foundational knowledge and real experience of applying machine learning to economics forecasting. The course aims to help students understand how to apply AI and machine learning models in microeconomics and macroeconomics.

MAIB7007 Accounting and Audit Automation (6 credits)
The primary focus of this course is to explore the integration and application of artificial intelligence (AI) technologies within the accounting profession. As the field of accounting continues to evolve with the rapid advancements in technology, AI has become a crucial component in streamlining and enhancing various accounting processes. This course aims to equip students with the necessary knowledge and skills to harness the potential of AI in the accounting landscape effectively. Throughout the course, students will gain insights into the fundamentals of artificial intelligence and its implications on accounting functions. By examining real-world case studies and engaging in hands-on exercises, students will develop a comprehensive understanding of how AI-driven tools can improve efficiency, reduce human error, and facilitate decision-making in the accounting profession.

MAIB7008 Strategic Management and Leadership in the AI Era (6 credits)
The course explores the issues involved in effective management and leadership in a global business setting in the AI era. A focus of this course will be on how individuals, groups and organizational contexts would impact effectiveness, efficiency, and success of organizations dealing with AI. The main objective is to help students acquire perspectives of how individuals, teams and the entire organization would behave with the advances in AI and the presence of robots.

MAIB7009 AI Marketing Strategy (6 credits)
This course focuses on the application of artificial intelligence (AI) in marketing and studies how AI can be leveraged to optimize marketing campaigns, enhance customer engagement, and drive business growth. Students will learn how to use AI tools and algorithms to analyse consumer behaviour,

personalize marketing content, and predict trends in the market. Through case studies and practical exercises, participants will gain the skills and knowledge needed to harness the power of AI in the field of marketing.

MAIB7010 Algorithmic Trading, Blockchains, and Cryptocurrencies (6 credits)
This course explores the intersection of finance, technology, and artificial intelligence. It studies how advanced technologies, such as machine learning, natural language processing, data analytics, blockchains, and cryptocurrencies, are revolutionizing the financial industry. Students will learn about the applications of information technologies and AI in areas such as algorithmic trading, blockchains and cryptocurrencies, fraud detection, robo-advisor, and customer service. Additionally, the course covers the ethical and regulatory considerations associated with the adoption of information technologies and AI in the financial sector.

MAIB7011 Generative Artificial Intelligence and Prompt Engineering (6 credits)
This course provides a comprehensive introduction to generative artificial intelligence (AI) and its applications in business contexts. Students will learn about the evolution and background of generative AI, in the context of decision-making, explore the various applications of generative AI in different business contexts, and examine the risks and opportunities associated with its use. In addition, students will investigate the importance of the use of prompts and strategies for prompt engineering in enhancing the performance and output quality of generative AI models. Through hands-on training, students will develop practical skills in designing effective prompts, fine-tuning models, and optimizing generative AI.

MAIB7012 Managing AI Projects and Products (6 credits)
This course is designed to provide students with the essential knowledge for managing AI projects and products in real business situations. The course will include an overview of project management and product management principles and methodologies, with a specific focus on AI-related projects and products. Students will understand the different stages of an AI project from planning and design to development, testing, deployment, maintenance, with an emphasis on the management of cost, stakeholders, and risk. At the same time, students will learn the different aspects involved in AI product development, such as market research, product strategy, design, and pricing strategy. Contemporary project and product management methodologies will be introduced.

MAIB7013 Smart Manufacturing and Operations Management (6 credits)
This course focuses on the applications of artificial intelligence in modern manufacturing management and operations management. The course will look at examples of how AI are applied in the manufacturing and operations management in real-world businesses. Examples of topics include AI and robotics in manufacturing and design, AI in logistic management, demand forecasting and inventory optimization, intelligent factory operations and Internet of Things, AI in supply chain management, predictive maintenance, and digital design and simulation.

MAIB7014 Human-AI Interaction and Collaboration (6 credits)
This course explores the dynamic interplay between humans and artificial intelligence systems. Throughout the course, students will engage with a blend of theoretical foundations and practical applications, gaining insights into the cognitive, social, technical, and ethical dimensions of human-AI interaction and collaboration. Key topics include user-centred design for AI, human factors in AI systems, interactive machine learning, explainable AI, human-robots interaction and collaboration, and the role of AI in augmenting human capabilities.

MAIB7015 Management Consulting (6 credits)
This course is designed to equip students with the knowledge and skills necessary to excel in the dynamic field of management consulting in the age of AI. This course provides an in-depth understanding of the consulting industry, methodologies, tools, and strategies used by top consulting firms to solve complex business problems and drive organizational success using AI. Throughout the course, students will learn about the consulting process from the initial client engagement to the delivery of actionable solutions. They will explore various consulting frameworks, analytical tools, and best practices used in the industry with a focus on AI. Additionally, the course emphasizes the development of critical thinking, problem-solving, and communication skills essential for a successful career in management consulting.

MAIB7016 Advanced Python Programming for AI (6 credits)
This course aims to provide students with an opportunity acquire advanced programming skills using the Python language. Students will learn how to use various Python libraries to implement AI applications, such as chatbots, natural language processing, and image and facial recognition. Students will acquire hands-on experience in designing and developing AI applications and the relevant models behind these applications.

MAIB7801 International Study Field Trip (6 credits)
This course is designed to provide students an opportunity to acquire first-hand knowledge of international business environment. Experiential learning and knowledge exchange will be applied throughout the study field trip to develop students' understanding of international business environment in a different cultural context and help them construct a global perspective. Firm visits and cultural related activities will be arranged during the study field trip to arouse students' awareness in cultural diversity and enhance their understanding of how culture can impact international business strategy.
Note: This course is not open to candidates who have taken or are taking MACC7025, PMAA7021, CGRM7107, ECON6100, MFIN7057, PMGM7043, MSBA7034, MSMK7020, MSAF7016 or PMWM7015.

MAIB7802 Professional Development Programme (6 credits)
The course aims to provide students with practical knowledge and workplace skillsets shared by practitioners from various commercial and industrial sectors for the professional development and career advancement of students. Trending topics and current issues will be covered to equip students with the mindset and calibre for the challenges they are going to come across at workplace. With an emphasis on practice, the course instructors will deliver in-depth lectures on real world business issues.

MAIB7803 Independent Study Project (6 credits)
This course offers a valuable opportunity for students to take ownership of their learning and produce an original and substantive piece of work. It allows them to tailor their studies to their individual interests and career aspirations. Students will produce a report or research paper on a topic of their choice on a specific business issue, industry or problem that they are particularly interested in. It gives them the opportunity to apply the skills and knowledge gained throughout the master's programme in a self-directed study project under the supervision of a faculty advisor.

ASSESSMENT

Candidates shall be assessed for each of the courses for which they have registered, and assessment is normally conducted in the form of coursework assessment (40-100%) and examinations (0-60%), unless otherwise specified by the course instructor.