

Applied AI at Swinburne

Two pathways, two outcomes.

Bachelor of Artificial Intelligence in Business
(BA-AIBUS)

Associate Degree of Applied Artificial
Intelligence (AB-AAI)



Why two applied AI pathways?

AI isn't a trend. It's becoming normal work in Australia.

- AI is diffusing across roles and industries (not one job title)
- Job design is changing: skills + controls + accountability
- Students need different pathways depending on whether they want to manage or build



Swinburne created two pathways as a response to this shift.

Two Applied AI Pathways at Swinburne

Applied AI work is splitting into two common outcomes

Making AI work safely and usefully inside real organisations, under constraints.

- **Manage** how organisations use AI
- **Focus:** value, change, controls, accountability, risk
- **Outcomes:** AI-enabled organisational professionals shaping AI adoption and responsible use

Become an AI generalist with specialisation in Cyber Security, Cloud or Generative AI in Gaming VFX

- **Job-ready** technical practice in applied AI
- **Focus:** tools, build/test, technical outputs
- **Outcomes:** intermediate - specialised AI roles with majors in Cyber Security, Cloud Computing or Generative AI in Gaming VFX. This is an exit qualification, with strong pathway options

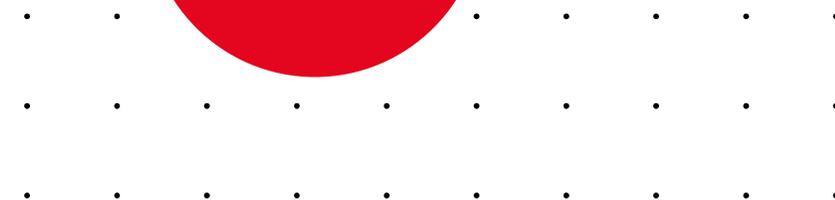
Bachelor of Artificial Intelligence in Business (BA-AIBUS)



Associate Degree of Applied Artificial Intelligence (AB-AAI)



Same AI shift. Different outcomes. Different student fit.



Advising logic: What do they want to do most days?

Work hands-on with AI systems - or manage how AI is used in organisations?



Path A: Integrate and manage AI inside organisations

If the student is interested in improving how organisations use AI - redesigning workflows, ensuring responsible decisions, and translating AI into business value - then BA-AIBUS (3 years) is the way to go.

Path B: Build and apply AI technical practice

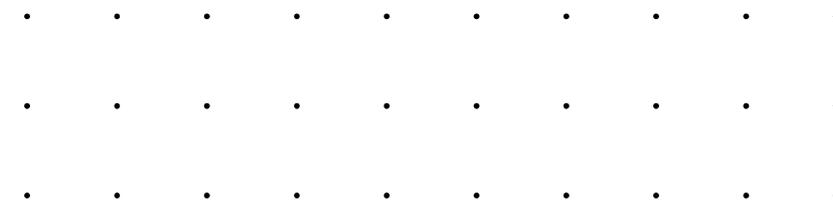
If the student is interested in hands-on industry immersed cutting edge certified technical practice in applied AI, with focus on vendor tools, building, testing AI models, then the Associate Degree (AB-AAI) (2 years) is the way to go.

Tie-breaker question

Ask: Do they want to shape how AI is used in organisations - or build and deploy AI systems directly?

Reality check

Both pathways involve applied AI and some technical learning, but lead to different career outcomes.



How today's session will run

Block 1: Overview AI at Swinburne(Done)

- Two pathways at Swinburne
- A quick way to match students to the right course

Block 2: BA-AIBUS segment (22 mins total)

- 8 mins: BA-AIBUS overview (Stuart)
- 12 mins: Panel (student + industry partner)
- 2 mins: Q&A (two questions max)

Block 3: Associate Degree segment (22 mins total)

- 5 mins: Associate Degree overview (Olga)
- 15 mins: Industry and alumni panel discussion
- 2 mins: Q&A (two questions max)

We'll also be at lunch afterwards. Find us and ask any other questions you might have.



Associate Degree in Applied Artificial Intelligence

Associate Degree in Applied Artificial Intelligence

Program Manager:

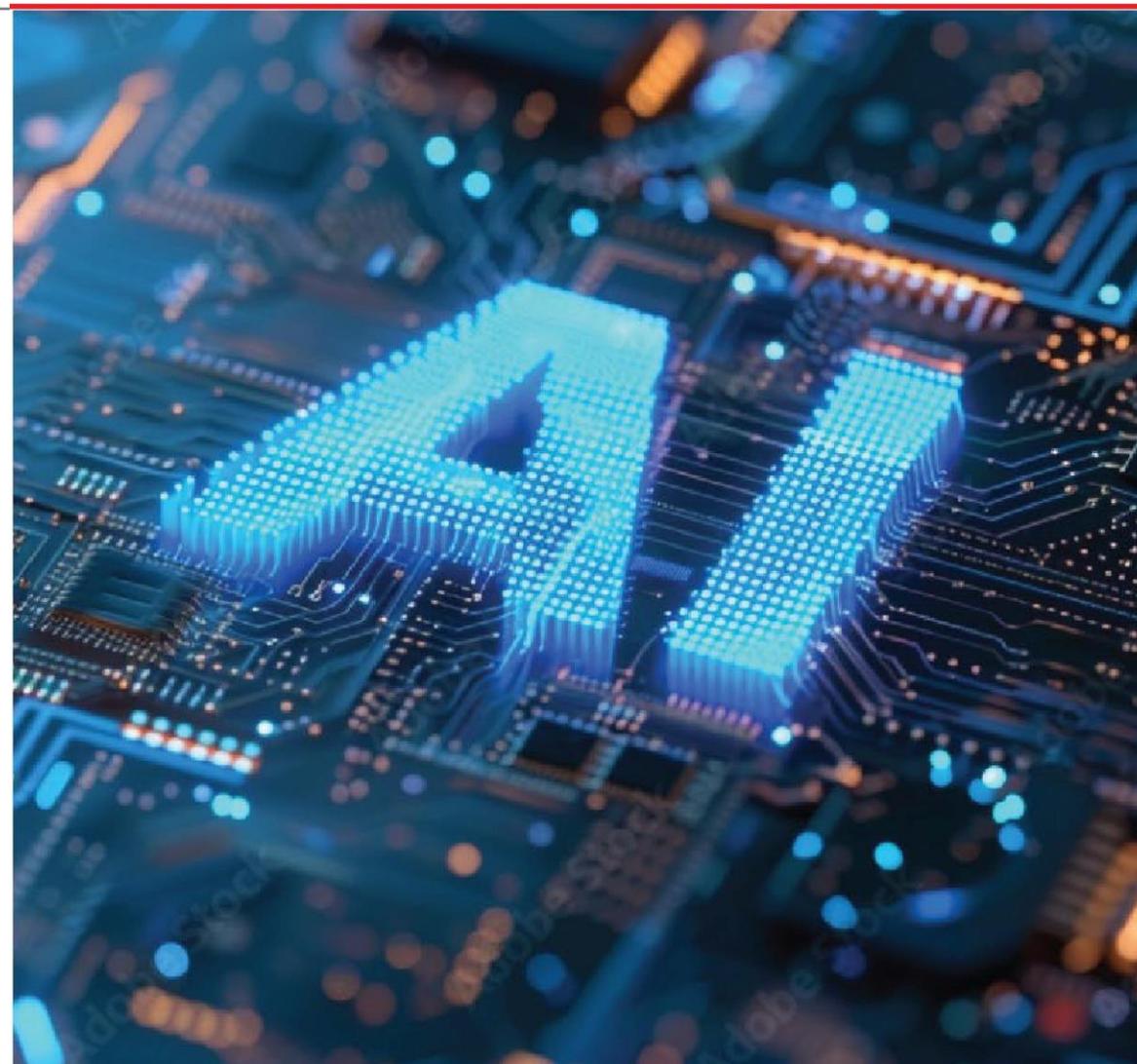
Olga Lavouasier

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Program Coordinator:

Sourabh Dani

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Associate Degree in Applied Artificial Intelligence

2 Years Full Time - Hawthorn

The Associate Degree of Applied Artificial Intelligence is an industry co-developed program which equips students with the knowledge to apply artificial intelligence within cyber security or game development industries. Gain insight and knowledge into generative AI, prompt engineering and how to apply the outputs to generate value in products or within the maintenance of secure systems.

This is an Exit Qualification with optional Pathways into: Bachelor of Computer Science / Bachelor of Information Technology

No **ATAR** requirement

Career Opportunities



(AB-AAI) Industry Partners and immersion

- Co-developed with our lead industry partners Microsoft, AWS, Epic Games and Checkpoint.
- Students can work towards industry-recognized certifications while studying.
- Certification preparation is integrated into core units, not optional extras.



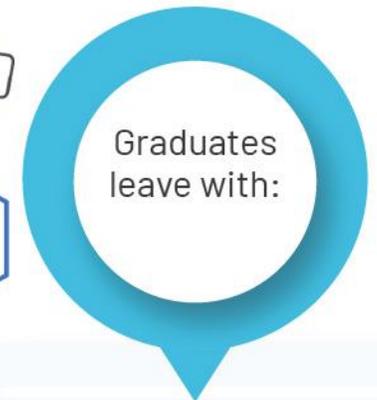
Cloud-based AI deployment
Data pipelines and ML workflows
Secure and scalable AI systems



Designing AI solutions in cloud environments
Applying generative AI tools responsibly
Understanding cloud security and governance



Microsoft Azure Fundamentals / AI Fundamentals
AWS Cloud Practitioner / AI & Machine Learning Foundations



A formal qualification plus Recognized vendor certifications valued by employers

(AB-AAI) Pathways in Artificial Intelligence

Pathways in AI

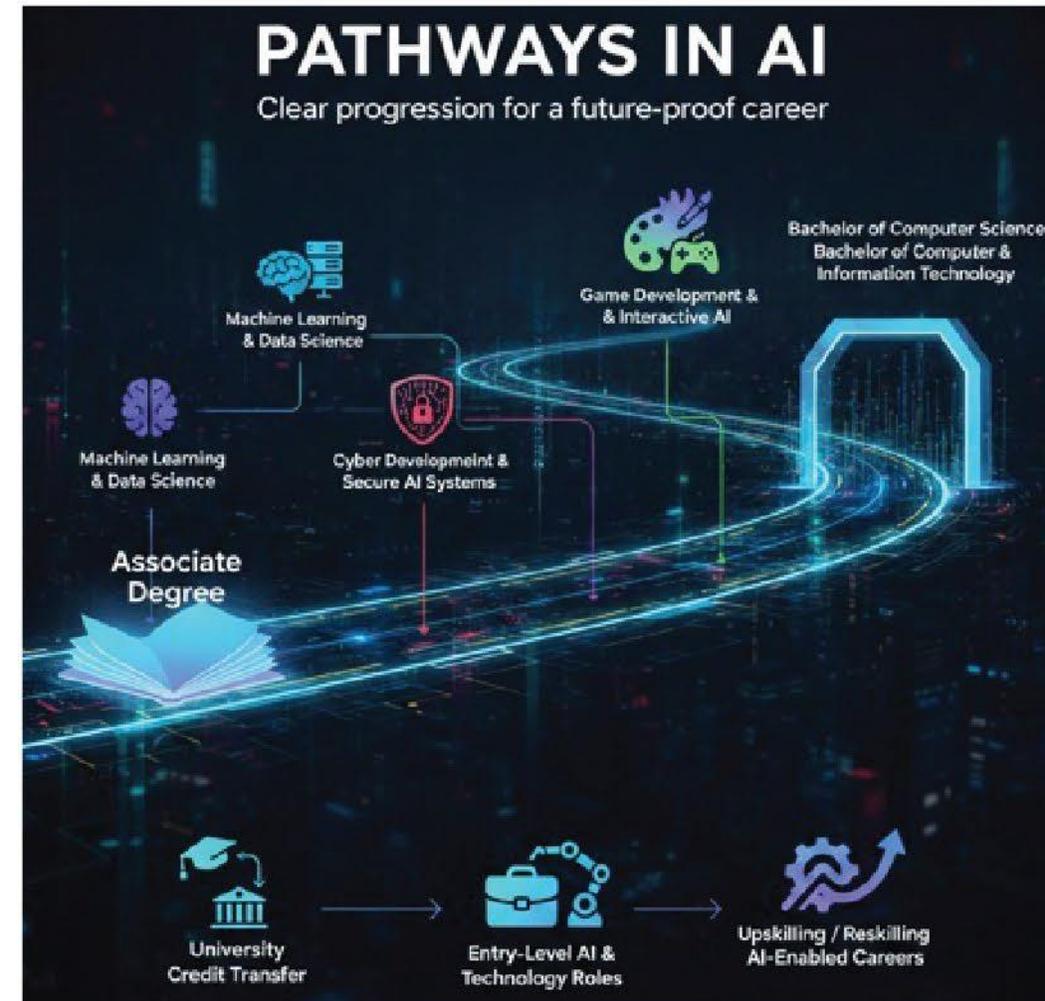
Associate Degree of Applied Artificial Intelligence is an exit qualification but provides options for clear progression with credits into the: **Bachelor of Computer Science / Bachelor of Information Technology / Bachelor of Digital and Interactive Games**

Strong foundation for specialisation in:

- Machine Learning & Data Science
- Cybersecurity & Secure AI Systems
- Game Development & Interactive AI
- Generative AI and Creative Technologies

Graduates are prepared for:

- Further university study with credit transfer
- Entry-level AI and technology roles
- Upskilling or reskilling into AI-enabled careers



Benefit from the Associate Degree of Applied AI

Students Graduate with Practical, Job-Ready AI Skills.
This course has AI theoretical incorporated



Benefit from the Associate Degree of Applied AI

AI CERTIFICATION PROGRAM

Preparing Leaders for the Future of Business & AI



Industry Partners

Students earn Microsoft certifications concurrently with their degree, seamlessly integrated into core units without additional study.

These certifications align with their coursework, boosting employability and establishing industry credibility.

Available certifications include:

- Azure AI Fundamentals
- AI Transformation Leader
- Microsoft 365 Copilot & Agent Administration Fundamentals
- Security, Compliance & Identity Fundamentals



Speakers

Dani Sourabh

Dr Dani Sourabh - Coordinator Associate Degree of Applied Artificial Intelligence

Harry Kaloyirou

Harry Kaloyirou Project Lead - "Infinity Plus Two" Gaming Studio

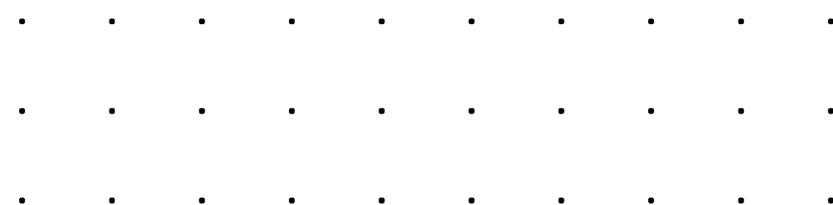
Damian scott

Damian Scott - Coordinator Diploma of Information Technology (Game Art & Design Game Programming) and Advanced Diploma of Creative Product Development

Panel Question – Dr Dani

Q: What are the biggest barriers organizations face when implementing AI in real-world environments, and how can graduates be prepared to overcome them?

A: The biggest challenges include poor data quality, lack of skilled professionals, integration with legacy systems, and ethical concerns around bias and governance. Many organizations also struggle with change management and cultural resistance. Graduates can overcome these barriers by developing strong foundations in data literacy, understanding AI ethics, gaining hands-on project experience, and learning how AI systems integrate with real business processes. Technical skills alone are not enough — understanding organizational context is critical.



Panel Question – Dr Dani

Q: What are some real-world examples where AI has moved beyond experimentation and is now delivering measurable business or societal impact?

A: AI is now deeply embedded in multiple industries. In healthcare, AI assists in medical imaging diagnostics, improving early disease detection rates. In finance, AI-driven fraud detection systems analyze millions of transactions in real time, reducing financial losses significantly. In manufacturing, predictive maintenance models reduce downtime and operational costs.

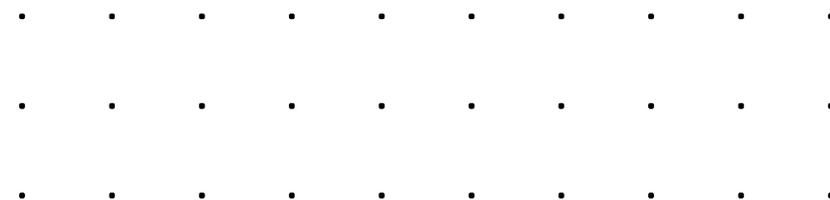
Beyond business, AI is impacting society through smart traffic management systems, personalized education platforms, and climate modelling. The key shift is that AI is no longer experimental — it is integrated into core operational systems delivering measurable ROI.

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Panel Question – Harry

Q: How is AI transforming operational efficiency in businesses, and what specific use cases are currently driving the most value?

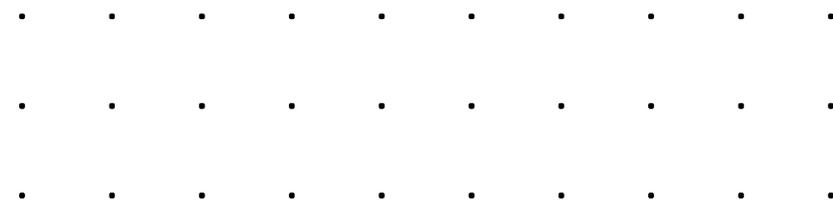
A: AI is optimizing supply chains, automating customer service through chatbots, improving demand forecasting, and enabling real-time business intelligence. In operations, AI reduces manual processes, enhances decision-making accuracy, and increases productivity. High-value use cases include predictive analytics, robotic process automation (RPA), AI-powered CRM systems, and intelligent resource allocation models. These applications reduce costs while improving service quality and speed.



Panel Question – Harry

Q: "In the gaming industry, how is AI reshaping player experience, game development, and monetization strategies?"

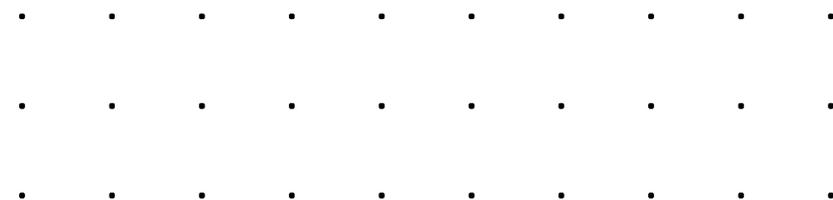
A: AI enhances player experience through adaptive gameplay, personalized difficulty levels, and intelligent NPC behavior. It allows games to dynamically adjust based on player behavior, improving engagement and retention. In development, AI assists with procedural content generation, animation, testing, and bug detection. From a monetisation perspective, AI-driven analytics help studios understand player behavior, optimize in-game purchases, and design targeted marketing strategies.



Panel Question – Damian

Q: How does hands-on, industry-immersed learning improve student employability compared to traditional classroom-based learning?

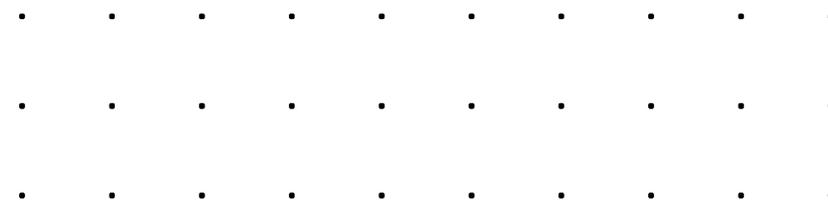
A: Hands-on experience bridges the gap between theory and practice. Students learn how to apply concepts to real constraints such as deadlines, stakeholder expectations, data limitations, and system integration challenges. Employers value graduates who can contribute immediately. Industry immersion builds problem-solving ability, teamwork skills, communication competence, and confidence — all critical in AI-driven workplaces.



Panel Question – Damian

Q: What types of real-world industry projects best prepare students to transition confidently into AI-driven workplaces?

A: Projects involving real datasets, live client briefs, cloud deployment, and cross-disciplinary collaboration are the most effective. For example, developing predictive models for a business partner, building AI chatbots for customer service, or deploying machine learning models on cloud platforms. Exposure to tools used in industry — such as AWS, Azure, Microsoft AI services, and version control systems — ensures students graduate with job-ready skills rather than just theoretical knowledge.



Panel – Audience Q and A

