Artificial Intelligence

Bachelor of Artificial Intelligence in Business

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Acknowledgement of Country

We respectfully acknowledge the Wurundjeri People of the Kulin Nation, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer-east, and pay our respect to their Elders past, present and emerging.

We are honoured to recognise our connection to Wurundjeri Country, history, culture, and spirituality through these locations, and strive to ensure that we operate in a manner that respects and honours the Elders and Ancestors of these lands.

We also respectfully acknowledge Swinburne's Aboriginal and Torres Strait Islander staff, students, alumni, partners and visitors.

We also acknowledge and respect the Traditional Owners of lands across Australia, their Elders, Ancestors, cultures, and heritage, and recognise the continuing sovereignties of all Aboriginal and Torres Strait Islander Nations.

Applied AI at Swinburne

Two pathways, two outcomes.

Bachelor of Artificial Intelligence in Business (BA-AIBUS)

Associate Degree of Applied Artificial Intelligence (AB-AAI)

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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

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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.

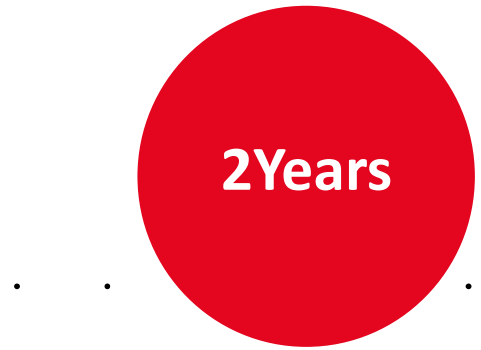
- **Manage** how organisations use AI
- **Focus:** value, change, controls, accountability, risk
- **Outcomes:** AI-enabled organisational professionals shaping AI adoption and responsible use

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

Path B: Build and apply AI technical practice

Tie-breaker question

Reality check

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.

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.

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

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.

Applied AI Pathways at Swinburne

Bachelor of AI in Business

- Preparing graduates to manage how organisations use AI

- **Industry demand and Student Perspectives**

  Dr Stuart McLoughlin, Course Director

  Brad Foot, COO – Fenwick Software

  Julia Urban, Final year student

Bachelor of Artificial Intelligence in Business

3 Years Full Time – Hawthorn

Learn to manage how organisations use AI.

Graduates are prepared to:

- identify where AI adds value in business
- work across business and technical teams
- Design and evaluate AI-enabled workflows
- operate within governance and risk constraints

Graduates work in business roles where AI is embedded into everyday products and systems.

No advanced programming background required.

65	25	SATISFACTORY COMPLETION
ATAR Guaranteed Entry Score for 2026	VCE English (Units 3 and 4)	in two units (any study combination) of any Mathematics or equivalent.

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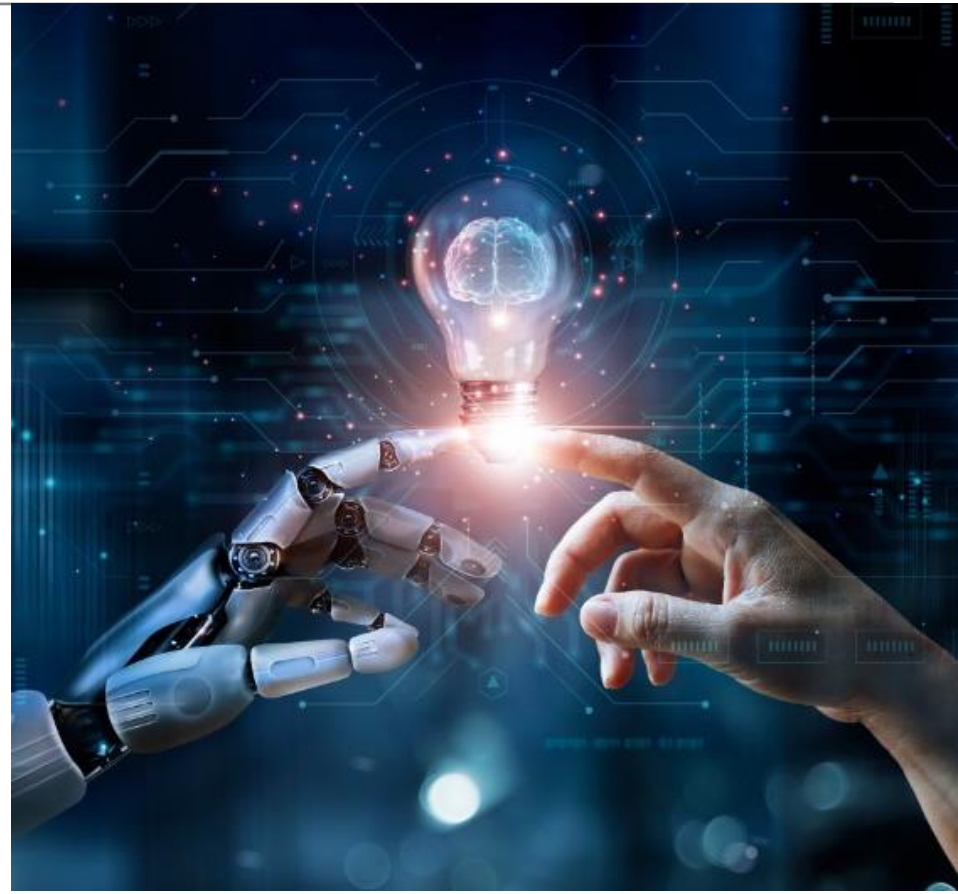
AI is now part of everyday organisational work

- AI is embedded into existing systems across business, government, and industry
- Most graduates encounter AI at the point of use, not at the point of invention
- Organisations need graduates who can integrate AI into workflows, oversee decisions, and remain accountable



AI is increasingly becoming infrastructure inside organisations. It sits inside systems, workflows, and decision processes.

Tech Council of Australia forecasts up to 200,000 AI-related jobs by 2030, spanning both technical and non-technical roles.

BA-AIBUS in one sentence

- BA-AIBUS prepares students to manage how organisations use AI.
  - In other words, it prepares AI-enabled organisational professionals.

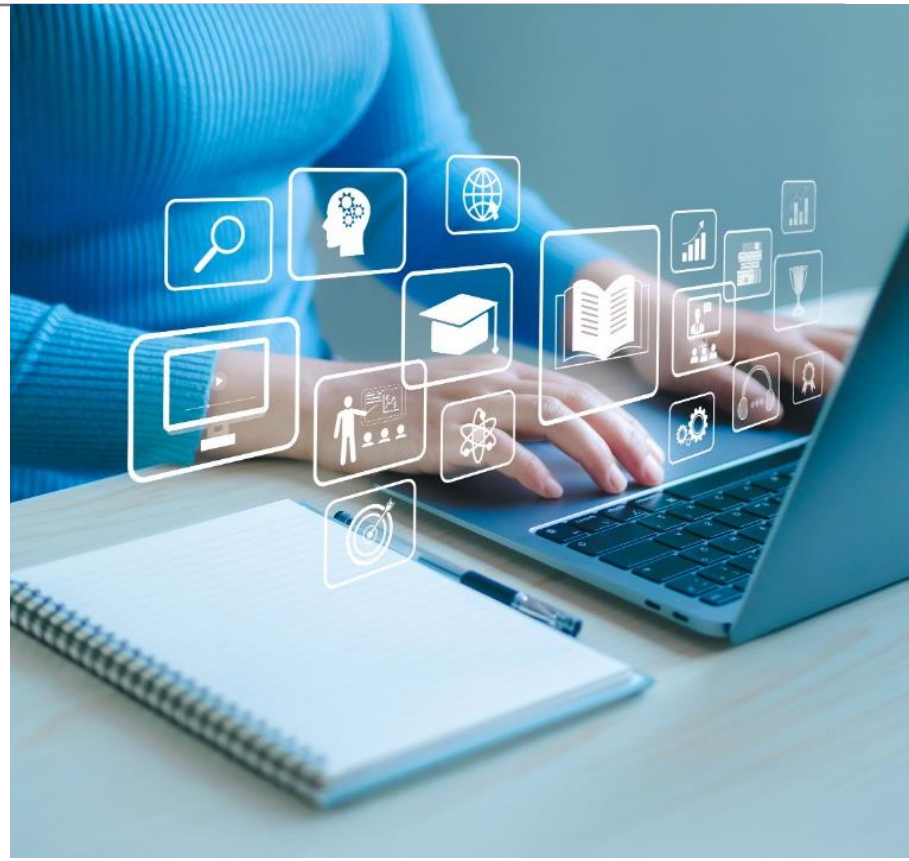
- A business-technology degree focused on AI integration and responsible use.

- Well suited to students who:
  - Are interested in AI but do not want a programming-heavy pathway
  - Enjoy problem-solving, communication, and systems thinking
  - Want to work where business and technology intersect

What BA-AIBUS prepares students to do

- **Manage organisational AI use** — value, change, accountability
- **Work across business and technical teams**
- **Evaluate AI outputs and make sound decisions**
- **Operate within governance, privacy, and risk constraints**

For example, if a bank implements an AI-driven loan assessment tool, a BA-AIBUS graduate might not build the model, but they would define where it is used, how decisions are reviewed, how bias is monitored, and how performance is measured.



4 Clean Learning Pillars

- Where AI adds value — and where it does not
- How AI works, including its limits
- How to evaluate AI outputs for accuracy, bias, and evidence
- How to operate responsibly within governance and risk

What graduates can do

- Identify where AI adds value - and where it should not be used
- Design AI-enabled workflows with clear human responsibility
- Evaluate AI outputs for accuracy, bias, and evidence
- Measure impact and define success in business terms
- Explain AI-supported decisions clearly to stakeholders

These graduates are the people who ensure AI investments translate into productivity gains, quality improvements, and reduced risk.

Where graduates work and what they do

Where graduates work:

- Banks and financial services/Consulting and professional services/Government and public sector/Technology-enabled businesses

Typical entry-level roles

- Business Analyst (AI-enabled environments)
- Digital or AI Project Coordinator
- Operations or Process Analyst
- Product or Transformation Support roles

How the degree prepares students for these roles:

- These roles involve improving workflows, evaluating AI use, and supporting responsible decision-making in AI-enabled organisations.

BA-AIBUS prepares AI-enabled organisational professionals.
Graduates who can work across business and technology and take responsibility for how AI is used.

Panel: Student and Employer Perspectives

Who's on the panel:

Brad Foot, COO – Fenwick Software

Julia Urban, Final year business-technology student

- How AI is embedded into everyday organisational systems
- What organisations need from graduates at entry level
- What kind of student suits BA-AIBUS

Panel Question - Brad

1. From your experience working with organisations on core systems, can you give one example of how AI is now embedded into everyday workflows, and what that means for how decisions are made?

2. In your experience, where do organisations struggle when integrating AI into everyday workflows, and what capability is usually missing at that point?

3. What is hard to hire for right now?

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Panel Question - Julia

As a student moving between business and IT units, where did you feel the gap with AI started appearing in placements, particularly in understanding how it should be used in organisational settings?

From your student and placement experience, who is BA-AIBUS really well suited to, and who might be happier in a more technically immersive AI program?

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Panel – Audience Q and A

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