The Manchester Global Executive MBA

Core Course: **Digital Economy: AI, Platforms and Business**

Artificial intelligence (AI) and machine learning (ML) are redefining how organisations create value, compete, and innovate.

While many resources focus on the technical side of AI, this course is designed to develop a strategic, functional understanding of how to deploy AI in real-world business and policy settings—whether in startups or large corporations.

Combining insights from economics, management theory, and the evolving AI landscape, this course equips you to identify meaningful use-cases, design new products and business models, and embed AI capabilities into existing organisations. You'll also explore risks associated with AI—such as algorithmic bias and system-level harms—and learn how to navigate them responsibly.

Through contemporary case studies across sectors such as HR, financial services, insurance, healthcare, retail, energy, and venture capital, you'll gain a practical, industry-informed understanding of the opportunities and challenges created by AI.

Optional video resources support your learning by introducing key ML algorithms, illustrating how they work in business contexts, and showing how human judgment shapes algorithmic design.

How you'll benefit

Strategic AI Integration: Learn how to apply AI effectively within organisations and understand when it adds value—and when it doesn't.

Industry Readiness: Gain a sector-by-sector view of how AI is transforming industries and what that means for future leadership roles.

Opportunity Identification: Build confidence in spotting AI use-cases and developing new AI-based products, startups, or internal solutions.

Responsible Innovation: Understand the risks and ethical considerations of AI adoption, including how to mitigate bias and avoid harm.

Cross-Disciplinary Perspective: Blend insights from economics, data science, and organisational strategy for a well-rounded, real-world view of AI's role in business transformation.

As a core part of the MBA, this course equips students to lead innovation and drive strategic transformation through the practical, ethical, and effective use of AI in real-world business settings.

Delivery method

This course is delivered through a 3-day in-person workshop and online learning.

Reza Salehnejad

Reza is an economist who leads several MBA Core Courses at Alliance Manchester Business School. In addition to the University of Manchester, Reza has also previously conducted research and taught at other world-leading universities, including Oxford and Cambridge.

He has received numerous awards for teaching innovation at the University of Manchester. His publications include Rationality, Bounded Rationality and Macroeconomics (Mc Millan, 2007). Reza also offers consultancy and advice to venture capital firms.

Have any further questions about the Global MBA?

Please get in touch - **global@manchester.ac.uk**

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.