

STUDY GUIDE

AI IN WORK AND SOCIETY ***26-27 S2***

Organised by
University of Vaasa

1. IDENTIFYING DATA.		
• Course Name.	AI in Work and Society 26-27 S2	
• Coordinating University.	University of Vaasa	
• Partner Universities Involved.		
• Course Field(s).	Business Studies, Administrative Sciences	
• Related Study Programme.	Basic studies in Management and Organization	
• ISCED Code.	0413 Management and administration	
• SDG.	SDG 4 – Quality Education SDG 8 – Decent Work and Economic Growth SDG 9 – Industry, Innovation and Infrastructure SDG 10 – Reduced Inequalities SDG 16 – Peace, Justice and Strong Institutions	
• Study Level.	Bachelor / Master level (B/M)	
• EUNICE Key Competencies	Problem solving	Strongly
	Teamworking	Moderately
	Communication	Strongly
	Self-management	Strongly
	Cognitive flexibility	Strongly
	Digital competence	Strongly
	Technical competence	Moderately
	Global intercultural competence	Moderately

• Number of ECTS credits allocated.	3 ECTS
• Mode of Delivery.	Online self-study
• Language of Instruction.	English
• Course Dates.	1.3.2027 – 31.07.2027
• Precise Schedule of the Lectures.	Self-paced online course. No fixed lecture times. Learners complete video lectures, readings, and assignments independently during the study period. Total workload approximately 80 hours.
• Key Words.	Artificial intelligence, work, society, ethics, digital transformation, leadership, decision-making, responsible AI, future of work
• Catchy Phrase.	Understand AI, reflect its impact on work, and develop skills for responsible use.

• Prerequisites and co-requisites.	- EUNICE student - English B1 - No prior knowledge of artificial intelligence or programming required. - Some study or work experience recommended.
• Number of EUNICE students that can attend the Course.	100
• Number of EUNICE students that can attend the course per institution	N/A
• Course inscription procedure(s).	Enrolment via the EUNICE website

2. CONTACT DETAILS.

• Department.	School of Management
• Name of Lecturer.	Heini Pensar
• E-mail.	heini.pensar@uwasa.fi
• Other Lecturers.	Rumy Naryan Sniazhana Diduc Julio Serrano

3. COURSE CONTENT.

Artificial intelligence is transforming how people work, communicate, make decisions, and access information. This course introduces the foundations of artificial intelligence and examines its

implications for work, organizations, and society. Learners explore key concepts and applications of AI and develop an understanding of how AI influences skills, leadership, professional roles, and decision-making.

The course also addresses broader societal impacts, including responsibility, power, inequality, and sustainability. Ethical and responsible use of AI is integrated throughout, including fairness, transparency, accountability, data protection, and human oversight. Learners reflect on AI in relation to their own field of interest, work experience, or studies.

The course provides a conceptual and societal foundation for understanding AI and supports critical interpretation of ongoing technological change.

4. LEARNING OUTCOMES.

Upon completion of the course, the learner can:

- explain what artificial intelligence means in practice
- describe how AI affects work, organizations, and society
- interpret AI-related change from multiple perspectives
- analyze implications for skills, leadership, and decision-making
- evaluate AI-related information critically
- understand data-based logic and limitations of AI systems
- identify situations where AI may support work and decision-making
- communicate ideas using digital tools
- recognize ethical issues related to AI use
- apply principles of responsible AI use
- critically follow public and professional AI-related discussions

5. OBJECTIVES.

The course aims to:

- introduce foundational understanding of artificial intelligence
- develop critical thinking about AI in work and society
- increase digital and AI literacy
- support responsible and ethical AI use
- strengthen understanding of AI-related organizational change
- encourage reflection on future work and professional roles
- develop analytical and communication skills in AI contexts

6. COURSE ORGANISATION.

UNITS

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| 1. | Foundations of Artificial Intelligence in Work and Society |
| 2. | AI, Work, Organizations, and Leadership |
| 3. | Ethics, Sustainability, and Societal Implications of AI |

LEARNING RESOURCES AND TOOLS.

- Video lectures
- Scientific and industry articles
- Digital reading diary
- Online quizzes
- Digital learning café
- Moodle learning environment

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

- Asynchronous video lectures
- Independent reading
- Reflection tasks
- Digital learning diary
- Automated quizzes
- Online discussion forum (learning café)
- Self-paced learning

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Assessment is based on Pass/Fail evaluation.

Students must:

- pass all quizzes
- complete learning diary assignments
- participate in online learning café forum discussion

Fully self-paced. No synchronous sessions required.

OBSERVATIONS.

Upon successful completion of the course, students will be awarded with a EUNICE certificate issued by the University of Vaasa. The evaluation process is conducted in batches. Deadlines for participation in the next evaluation cycle will be specified in the welcome email.

Recognition-related issues:

Please contact your home university's International Relations Office if you encounter any issues related to the recognition of the ECTS at the end of the course. Lecturers are not in charge of the recognition process.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Course materials include:

- Video lectures produced for the course
- Scientific journal articles
- Industry reports
- Policy documents on AI governance
- Open educational resources
- Digital learning diary materials

All required materials are provided digitally in the learning environment.