JÖNKÖPING UNIVERSITY
Jönköping International Business School

COURSE SYLLABUS

AI Governance in Practice: Ethics and Responsibility, 5 credits

AI Governance in Practice: Ethics and Responsibility, 5 högskolepoäng

Course Code:	J2AGIP	Education Cycle:	Second-cycle level
Confirmed:	Mar 04, 2026	Disciplinary domain:	Social sciences
Valid From:	Aug 31, 2026	Subject group:	Business Administration
		Specialised in:	A1N Second cycle, has only first-cycle course/s as entry requirements
		Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and understanding

1.1 Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

1.2 Critically apply disciplinary knowledge to address complex issues in international contexts, while reflecting on its transferability and limitations across different settings.

Skills and abilities

2.2 Critically analyse complex issues using theories and data and justifying solutions with rigorous, evidence-based reasoning.

2.4 Critically assess the reliability of, and ethical implications arising from, the methods, tools, and techniques used to generate insights from data.

Judgement and approach

4.1 Integrate ethical and sustainability considerations into the critical evaluation of organisational, market, and/or policy issues.

Content

The course covers the foundations of AI governance concepts and principles, including transparency, accountability, and fairness in AI systems. You will have the opportunity to explore ethical frameworks and standards for responsible AI adoption, enabling them to identify and evaluate ethical dilemmas in AI-driven decision-making. It also examines regulatory and compliance landscapes at international, national, and sector-specific levels, with particular attention to the EU AI Act and its implications for organisations. The course further covers data governance principles by addressing how organisations can ensure responsible data use in AI applications. The course also addresses emerging risks in AI, including automated decision-making and the societal and environmental impacts of AI systems.

Connection to Research

The course draws on current research in AI governance, technology ethics, and responsible AI adoption. You engage critically with peer-reviewed literature on algorithmic fairness, accountability mechanisms, and regulatory frameworks. The course also connects to research conducted at JIBS on renewal and ownership, particularly on how emerging technologies reshape organisational governance and strategic decision-making.

Connection to Practice
The course is designed around practice-oriented governance, ethics, and responsible AI. Drawing on practical knowledge of AI governance and regulation, the course integrates case studies and hands-on experience to explore the challenges of understanding and adopting AI governance frameworks. It also aims to bring together industry professionals and participants to discuss challenges and opportunities in AI governance.

Connection to Ethics, Responsibility, Sustainability (ERS)
ERS Perspectives are embedded throughout the course content and assessments. Ethical considerations are central to AI governance, and you critically examine issues of algorithmic bias, transparency, accountability, and fairness as core course themes rather than supplementary topics. The individual assignment is designed to test your ability to conduct an ethical analysis of an AI governance challenge, while the group assignment encourages discussion of the responsible use of AI, including data privacy, AI and environmental impacts, sustainability, and automated decision-making for the broader population.

Type of instruction

This course will be delivered online, featuring a mix of recorded and live lectures, interactive discussion sessions with guest speakers, and case-based seminars.

Language of instruction is English.

Entry requirements

The applicant must hold a minimum of a bachelor's degree (i.e., the equivalent of 180 ECTS credits at an accredited university) or equivalent with 2 years of relevant work experience.

OR
The applicant has a minimum of 4 years of relevant work experience in the field ofmanagement/entrepreneurship/leadership/project management, marketing, production in the public/private and/or third sector(s).

AND

Proof of English proficiency is required. (level 6 or equivalent).

Examination and grades

The course is graded Pass (G) or Fail (U).

The ILOs are assessed through the following examination forms:

Individual written assignment (ILOs: 1.1, 1.2, 2.2, 2.4, 4.1), 2.5 credits. Written paper analysing an AI governance challenge, submitted electronically.

Group case analysis (ILOs: 1.1, 1.2, 2.2, 2.4, 4.1), 2.5 credits. Groups engage in discussion and deliver an oral presentation during the seminar.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment	2.5 credits	G/U
Group case analysis	2.5 credits	G/U

Course evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

A list of articles will be provided at the course introduction and included in the study guide.