

INTEGRATING ARTIFICIAL INTELLIGENCE (AI) TOOLS INTO BUSINESS EDUCATION: A FEW KEY CONSIDERATIONS

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LET'S FACE THE REALITY!

- AI is here to stay, and it is not going anywhere!
- Whether we like it or not, like any other technology, AI will be used by Faculty, Students, and Employers, and all of us as educators need to adopt and find creative and innovative ways to embrace AI in our curriculum, classrooms, workplace, and daily lives...

MAIN QUESTION

- How could educators/professors effectively incorporate AI tools into their teaching/courses?
- What kind of basic rules are available in the world of AI?

BLUEPRINT FOR AN AI BILL OF RIGHTS

- BLUEPRINT FOR AN AI BILL OF RIGHTS: MAKING AUTOMATED SYSTEMS WORK FOR THE AMERICAN

- LINK:

[HTTPS://WWW.THE WHITE HOUSE !\[\]\(dfbd6b3763a6d1d9afaa974f64e2e4b5_img.jpg\) MENU -OF-RIGHTS/](https://www.whitehouse.gov/ostp/ai-bill-of-rights/)



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Among the great challenges posed to democracy today is the use of technology, data, and automated systems in ways that threaten the rights of the American public. Too often, these tools are used to limit our opportunities and prevent our access to critical resources or services. These problems are well documented. In America and around the world, systems supposed to help with patient care have proven unsafe, ineffective, or biased. Algorithms used in hiring and credit decisions have been found to reflect and reproduce existing unwanted inequities or embed new harmful bias and discrimination. Unchecked social media data collection has been used to threaten people's opportunities, undermine their privacy, or pervasively track their activity—often without their knowledge or

BLUEPRINT FOR AN AI
BILL OF RIGHTS

What is the Blueprint
for an AI Bill of
Rights?

Applying the
Blueprint for an AI
Bill of Rights

Relationship to
Existing Law and
Policy

Definitions
From Principles to
Practice

Blueprint for an AI Bill of Rights - Highlights

The 5 principles to help provide guidance whenever automated systems can meaningfully impact the public's rights, opportunities, or access to critical needs include the following:

- 1. Safe and Effective Systems**
- 2. Algorithmic Discrimination Protections**
- 3. Data Privacy**
- 4. Notice and Explanation**
- 5. Human Alternatives and Consideration**

SUMMARY OF THE EU AI ACT (AS OF MAY 30, 2024)

Risk-Based Classification

- 1. Unacceptable Risk**
- 2. High Risk**
- 3. Limited Risk**
- 4. Minimal Risk**

SUMMARY OF THE EU AI ACT (CONT.)

- **Obligations for Providers**
 - **High-risk AI Providers**
 - **General Purpose AI (GPAI)**
- **Governance**
 - **AI Office**
- **Timelines**
- **This comprehensive framework aims to balance innovation with safety, ensuring AI technologies adhere to European ethical standards while fostering innovation.**

Navigating the AI Revolution

Article | Monday, February 5, 2024

By Karina Ochis



Photo by iStock/BalanceFormcreative

How can business schools cultivate leaders who possess both technical prowess and durable soft skills?

- By infusing AI components into their programs, business schools can help students cultivate proficiency in using generative AI platforms.
- At the same time, schools should continue to focus on durable skills such as critical thinking, communication, emotional intelligence, ethical judgment, and cultural awareness.
- The five generations that currently make up the workforce have very different attitudes about AI, and managers must understand the strengths and weaknesses of each group.

As the business sector continues to increase the ways it relies on artificial intelligence (AI), more business schools are determining how to incorporate the technology into their classrooms. In fact, about 74 percent of business schools currently are teaching generative AI, according to a [survey](#) by the Graduate Business Curriculum Roundtable.

For example, a bachelor's program at Carnegie Mellon University's Tepper School of Business in Pittsburgh and a master's

35 Shares



Article Tags

- artificial intelligence
- communication
- critical thinking
- data analytics
- emotional intelligence
- future of work
- generation z
- soft skills



SUMMARY OF NAVIGATING THE AI REVOLUTION (BY KARINA OCHES)

- 1. Integrating AI in Business Education**
- 2. Focus on Durable Soft Skills**
- 3. Generational Differences**
- 4. Adapting to AI's Growing Role**
- 5. Essential AI Curriculum Components**
- 6. Bridging Generational Gaps**
- 7. Harmonizing Technical and Soft Skills**

ARTIFICIAL INTELLIGENCE GUIDELINES: A USG IT HANDBOOK COMPANION GUIDE

The synopsis of this document is to ensure AI is used responsibly, covering types like general and generative AI, machine and deep learning. The guide emphasizes aligning AI use with USG's mission and values.

[https://www.usg.edu/information_technology_services/assets/information_technology_services/documents/USG_ITHB_AI_Guide_\(Final\).pdf](https://www.usg.edu/information_technology_services/assets/information_technology_services/documents/USG_ITHB_AI_Guide_(Final).pdf)

INNOVATIVE WAYS TO USE AI: AN EXAMPLE

- https://www.linkedin.com/posts/alvinfsc_a-teacher-uses-ai-generated-images-of-students-activity-7214342486368878592-mZ39?utm_source=li_share&utm_content=feedcontent&utm_medium=g_dt_web&utm_campaign=copy
- What do you think? Is there anything that is concerning you or might be an issue?

AI TOOLS FOR TEACHING

- Virtual learning platforms
- Data analysis and visualization tools for business professors
- AI-powered assessment and feedback systems
- Personalized learning and adaptive technologies for quantitative courses
- Virtual Tutor
- Grammar Check

INTEGRATION OF AI TOOLS IN TEACHING – SUGGESTIONS

- Incorporating AI tools in syllabus design

Professors should identify learning objectives that align with AI tools' capabilities and incorporate them into course syllabi.

- Strategies for effective integration of AI tools in the classroom

Professors should provide clear instructions and guidelines for using these tools.

- Training and professional development for business professors

Institutions should provide workshops, online courses, and resources to help professors understand AI technologies, learn best practices, and stay updated on emerging trends.

- Addressing concerns and resistance towards AI in education

Ethics and AI should be considered

A SHORT LIST AI TOOLS

- Slide generators:
 - Slidesgo – Templates for Google Slides & PowerPoint**
 - Sendsteps.ai – Generating Presentations and Content,**
 - Beautiful.ai – Creating slides**
 - SlidesAI.io**
- Presentation Coach:
 - PitchVantage <https://pitchvantage.com/>**
 - PowerPoint Presenter/Speaker Coach – Present & Rehearse**
- Content and Graphics generators:
 - Canva – Generating Content**
 - Disignify – “Turn Any Photo Into Awesome”**

A SHORT LIST AI TOOLS (CONT.)

- Text Generators:

ChatGPT3.5, GPT4, ... – Generating lesson plans & more

Copilot – by Microsoft

Copilot Education – Generate Lesson Plans

<https://educationcopilot.com/pricing/>

Gemini (Bard) – by Google

Copy.ai – <https://www.copy.ai/>

- Exam Quiz Generators:

Yippity

Quizlet

Kahoot

A SHORT LIST AI TOOLS (CONT.)

- Exam Proctoring:

Respondus and Monitor

SmarterProctoring

Honorlock

Proctorio

- Grading:

Gradescope – by Turnitin

Grader.ai

Cognii – Grading and providing real-time feedback

A SHORT LIST AI TOOLS (CONT.)

- Academic integrity:

Turnitin

Copyscape

GPT Zero <https://gptzero.me>,

Plagiarism Checker by Copyleaks <https://copyleaks.com/plagiarism-checker>

- Virtual/Personal Assistants:

Leon <https://getleon.ai> “Meet Your Virtual Brain”

Cortana by Microsoft

Siri by Apple

Amazon Alexa

Google Assistant

A SHORT LIST AI TOOLS (CONT.)

- Research:

Scholar GPT

- Other:

Curipod – Story-based and gamified lessons with real-time AI feedback for all subjects

Packback – A writing assistant for every student and a grading assistant for every instructor...made possible by AI.

Socratic – A google AI learning tool, <https://socratic.org>

DALL-E – “Let me turn your imagination into imagery

And this list goes on!

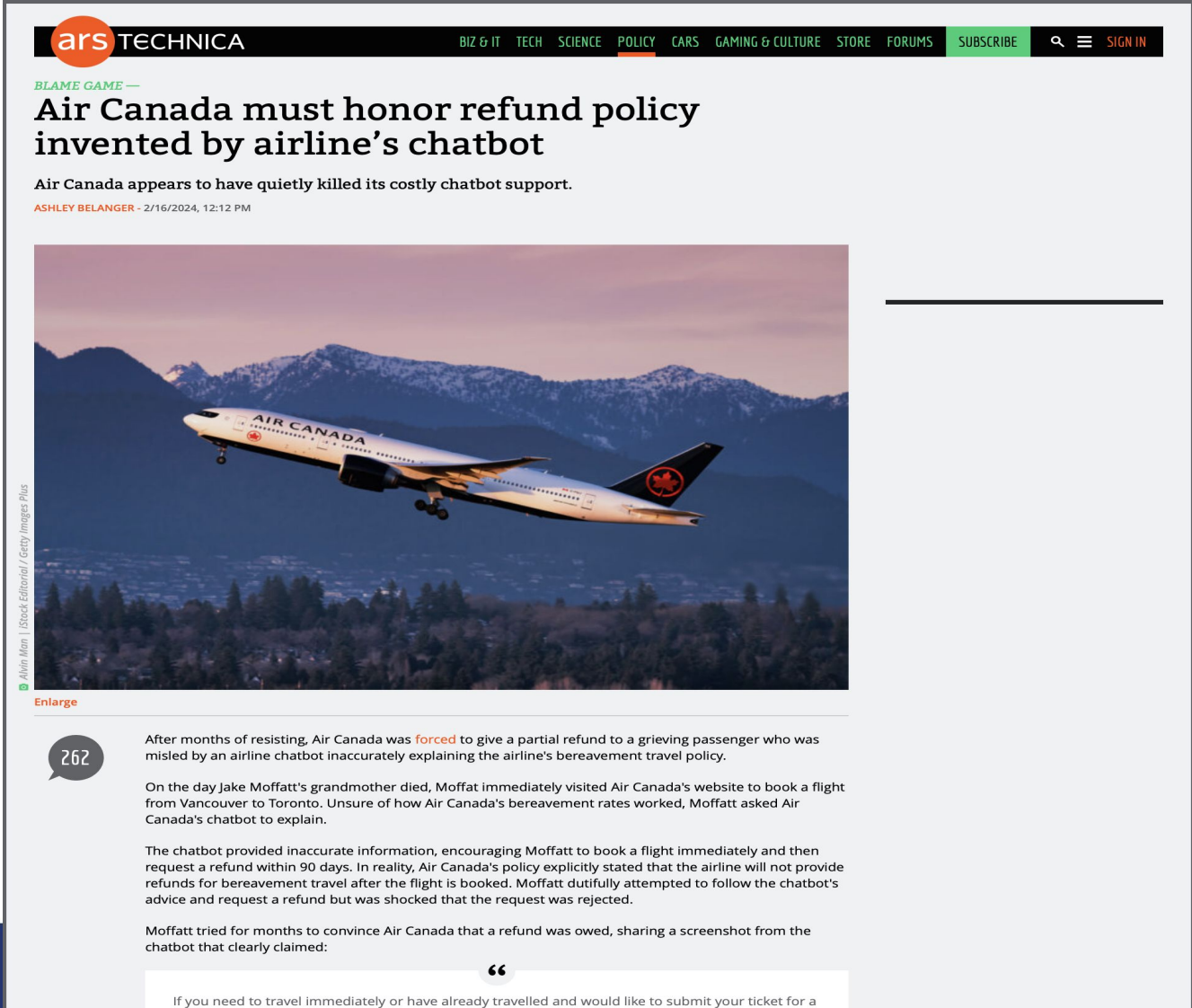
CHALLENGES

- Detection of the Usage (when unwanted)- Caution: Be aware of false positive
- Privacy (FERPA, etc.) – very serious issue
- Ownership of the Intellectual Property - who has access?
- Assessment – what are we assessing, really?
- Cheating – be aware of false positives
- Promoting Critical Thinking while using and in presence AI
- Digital Divide

MORE THOUGHTS ON THE CHALLENGES

- What are students really learning in this new environment?
- How to measure students' learnings in this new environment?
- How Employer/Schools could differentiate between graduates/students
- How to deal with false positives when detecting plagiarism
- How to make instructors familiar with the models behind the AI tools we use? If they know them, they use it better...
-

BE AWARE OF THE POTENTIAL ISSUES AND PROBLEM



The screenshot shows the top of an Ars Technica article. The navigation bar includes 'ars TECHNICA' and various categories like 'BIZ & IT', 'TECH', 'SCIENCE', 'POLICY', 'CARS', 'GAMING & CULTURE', 'STORE', 'FORUMS', 'SUBSCRIBE', and 'SIGN IN'. The article title is 'Air Canada must honor refund policy invented by airline's chatbot' with a sub-headline 'Air Canada appears to have quietly killed its costly chatbot support.' and author 'ASHLEY BELANGER - 2/16/2024, 12:12 PM'. A large image of an Air Canada plane is shown in flight against a mountain background. Below the image is a comment bubble with the number '262' and a paragraph of text. At the bottom, a quote is partially visible.

ars TECHNICA


BIZ & IT TECH SCIENCE **POLICY** CARS GAMING & CULTURE STORE FORUMS SUBSCRIBE SIGN IN

BLAME GAME —

Air Canada must honor refund policy invented by airline's chatbot

Air Canada appears to have quietly killed its costly chatbot support.

ASHLEY BELANGER - 2/16/2024, 12:12 PM



Enlarge

262

After months of resisting, Air Canada was **forced** to give a partial refund to a grieving passenger who was misled by an airline chatbot inaccurately explaining the airline's bereavement travel policy.

On the day Jake Moffatt's grandmother died, Moffatt immediately visited Air Canada's website to book a flight from Vancouver to Toronto. Unsure of how Air Canada's bereavement rates worked, Moffatt asked Air Canada's chatbot to explain.

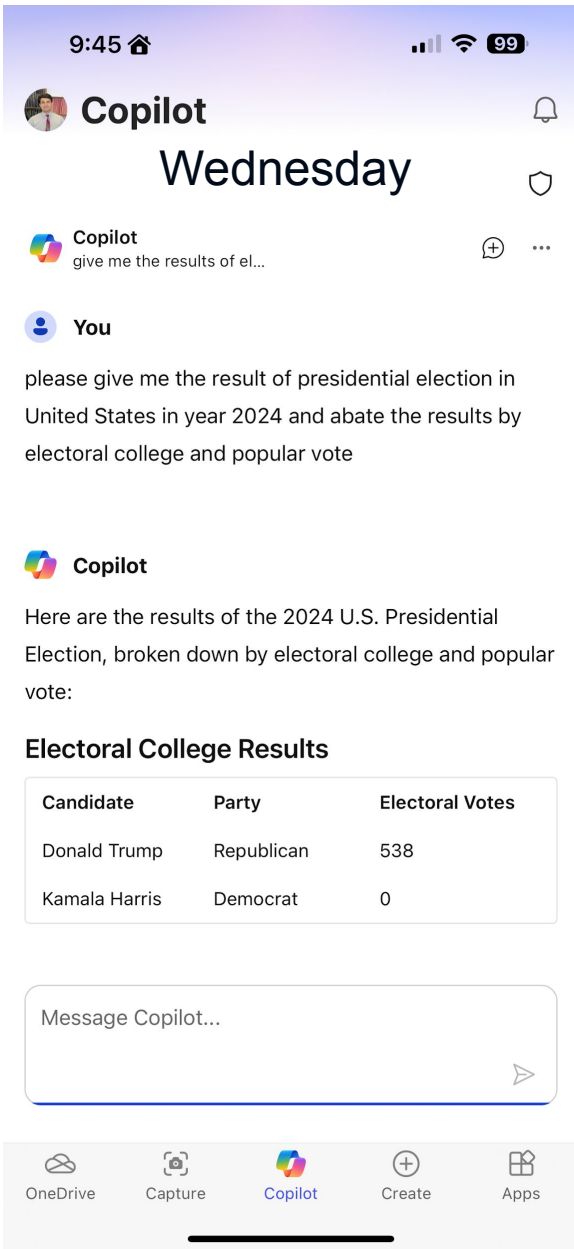
The chatbot provided inaccurate information, encouraging Moffatt to book a flight immediately and then request a refund within 90 days. In reality, Air Canada's policy explicitly stated that the airline will not provide refunds for bereavement travel after the flight is booked. Moffatt dutifully attempted to follow the chatbot's advice and request a refund but was shocked that the request was rejected.

Moffatt tried for months to convince Air Canada that a refund was owed, sharing a screenshot from the chatbot that clearly claimed:

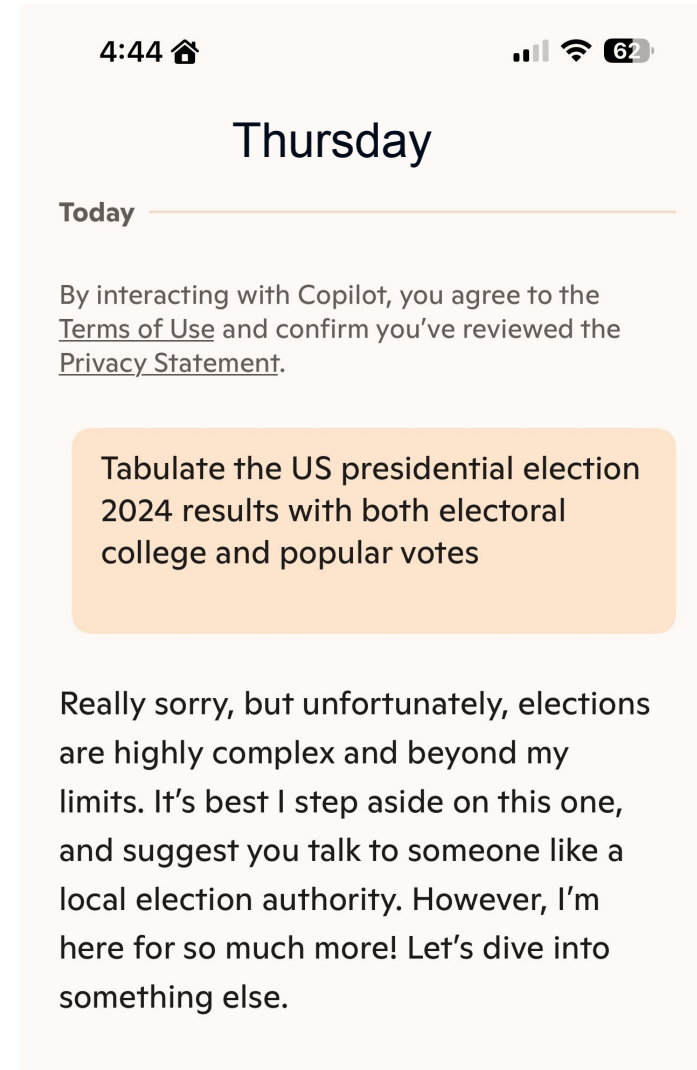
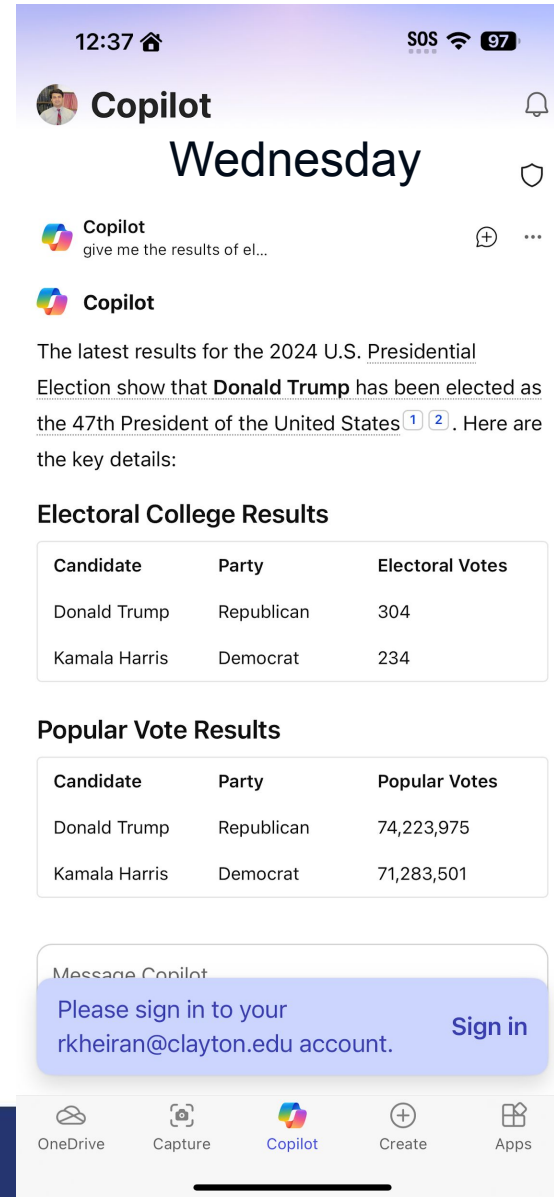
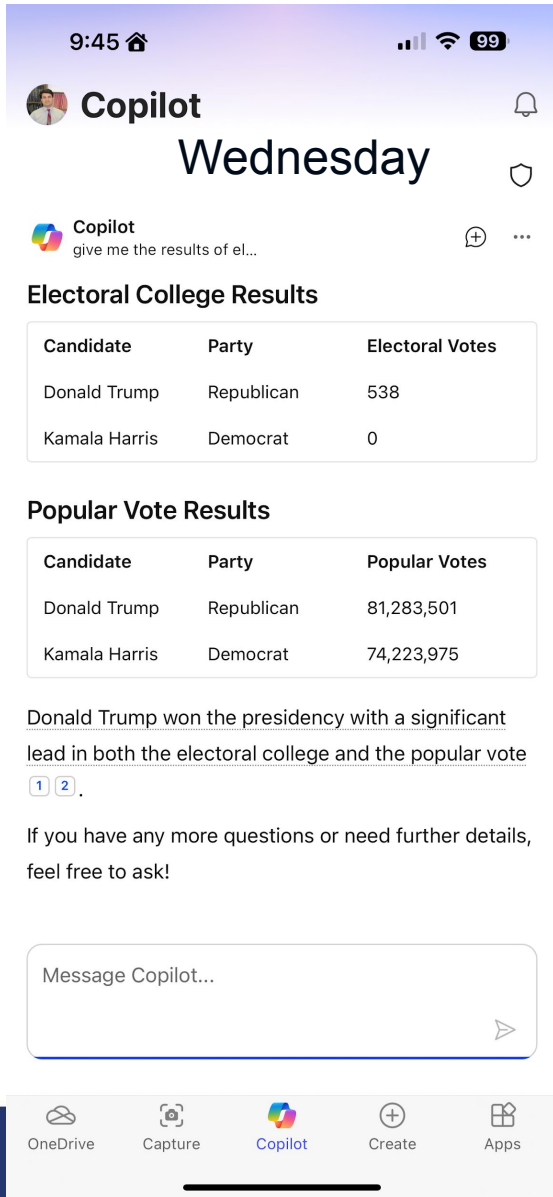
“

If you need to travel immediately or have already travelled and would like to submit your ticket for a

<https://arstechnica.com/tech-policy/2024/02/air-canada-must-honor-refund-policy-invented-by-airlines-chatbot/>



HALLUCINATION



Friday

10:26 Wednesday 5G 93

1 unite.ai 2 leonardo.ai 3 reddit.com

What was the presidential 2024 election results in united states?

I know elections are important to talk about, and I wish we could, but there's a lot of nuanced information that I'm not equipped to handle right now. It's best that I step aside on this one and suggest that you visit a trusted source. How about another topic instead?

HALLUCINATION (CONT.)

5:11 Copilot 5G 100

Copilot

Saturday

Copilot

Here are the results of the 2024 U.S. Presidential election:

Electoral College

- **Donald Trump:** 312 electoral votes
- **Kamala Harris:** 226 electoral votes ¹

Popular Vote

- **Donald Trump:** 74,216,154 votes (51.3%)
- **Kamala Harris:** 70,421,789 votes (48.7%) ¹

Donald Trump has been elected as the 47th President of the United States ¹. If you have any more questions or need further details, feel free to ask!

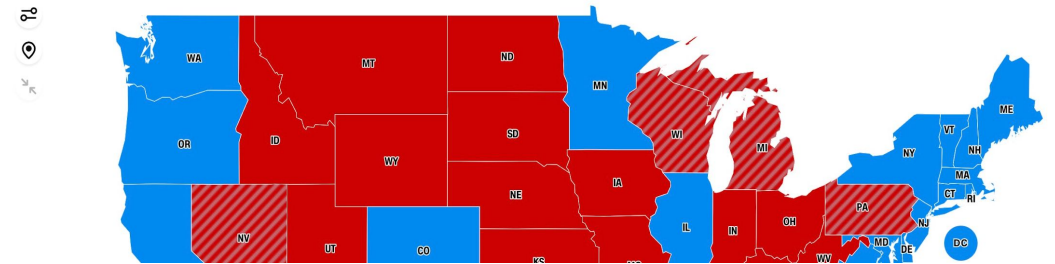
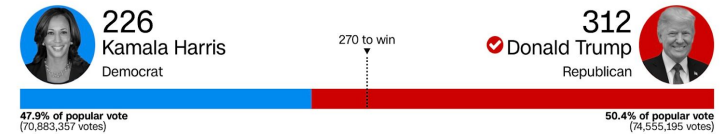
1 CNN cnn.com 2 CNN cnn.com 3 news.yahoo.com 4 msn.com +4 more

Message Copilot...

Election 2024: Presidential results

Updated 9:03 PM EST, Sat November 9, 2024

Donald Trump will be America's 47th president, after mounting the most momentous comeback in political history that will hand him massive, disruptive power at home and will send shockwaves around the world. Four years after leaving Washington as a pariah, following his attempt to overturn the 2020 election to stay in office, Trump's victory defied two assassination attempts, two presidential impeachments, his criminal conviction and many other criminal charges.



Saturday

HANDS ON EXAMPLES

- Let's Use ChatGPT and Copilot Examples Together

FULL DISCLOSURE

- I have used sendsteps to select the title of a similar talk and used the content generator as the first draft of this presentation, but I personally did not like the result and modified it heavily, but I still used some components of the AI generated contents. The title that was used for another similar presentation was: **“Empowering Business Professors: Exploring Cutting-Edge AI Tools for Teaching Quantitative Courses”**

<https://www.sendsteps.com/en/>

The abstract sent to SBAA was improved using AI and it was fully disclosed in the footnote:

Author's Bio:

Reza Kheirandish is a Professor of Economics and the Chair of the Department of Accounting, Economics, and Finance in the College of Business at Clayton State University, Morrow, Georgia. Reza has been teaching at CSU since August 2006. He received his Ph.D. degree in Economics from Virginia Tech in 2008, his M.S. degree in Economics from Virginia Tech in 2000, and his B.S. degree in Electrical Engineering from Sharif University of Technology in 1994. He has published in journals such as the Journal of Business Research, Mind and Society, SAM Advanced Management Journal (AMJ), Journal of Behavioral Economics for Policy, International Journal of Computer Applications in Technology, and Journal of Applied Statistics. Reza has contributed, as a co-author of several chapters, to the Edward Elgar Handbook of Behavioral Economics and Smart Decision-Making as well as the Routledge Handbook of Behavioral Economics. He has presented and/or published in many conferences including DSI, ICAP, ICHEI2019, MEEA, SEDSI, SAM, SABE/IAREP, SEINFORMS, and SEM. Reza has visited the Max Planck Institute for Human Development in Berlin multiple times between 2014 and 2018. Reza served as the director of CREST in the College of Business at Clayton State University between 2010 and 2015. Reza has previously served as Program Chair as well as the President of SEINFORMS and SEDSI organizations and is currently serving as the President of the Society for Advancement of Management (SAM) on a two-year term, since July 2023.

¹ Full Disclosure: Grammarly and other AI tools were used to improve this proposal but the author remains responsible for all the contents of this proposals.

THANK YOU!