SYKES
COLLEGE OF BUSINESS

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THE UNIVERSITY OF TAMPA
SYKES COLLEGE OF BUSINESS
CENTER FOR ETHICS

AI Integration in Business Education

By G. Christopher Crawford, Ph.D. Assistant Professor, Entrepreneurship

Christopher Crawford

The influence of AI on businesses today is transformative, making its integration into my teaching a priority. The focus is on ensuring that students don't just survive after graduation but thrive in a competitive marketplace increasingly dominated by AI. Research suggests that professionals utilizing AI tools can experience up to 120%-180% improvements in productivity, efficiency and creativity. Students entering the job market without these competencies will be at a significant disadvantage.

To bridge this gap, I created an AI framework of policy, process, and proof to help students in all my courses to emphasize the ethical use, practical application, and critical evaluation of AI-generated content. All of my courses have an explicit AI policy, specifying how AI tools should be used and cited. Then, in class and out, we have workshops that help develop a process for students to integrate AI within their work. Finally, I provide students with a rubric to transparently identify how I will grade their assignment; this mandates that they effectively demonstrate the capability (i.e., proof) of not only integrating AI in their work, but also adding value to that AI by using citations and references, tables and figures, quantitative support for their arguments, examples and anecdotes. Assignments are structured to encourage students to go beyond merely using AI tools to enhance their outputs; instead, with their own personal insights and analyses, they add unique value that AI alone cannot replicate. This approach not only reinforces their understanding of AI but also cultivates a mindset ready to leverage these technologies creatively and ethically in the real world.

In my Introduction to Entrepreneurship/Feasibility course, students read the book See, Do, Repeat by Dr. Rebecca White as an introduction to the steps necessary to develop an entrepreneurial mindset—where one leverages personal passion and constantly scans the environment for opportunities to create new order (e.g., a new venture, new product, new streams of revenue). We have an assignment to read the book and two other papers on the topic of entrepreneurial passion, then write a reflection paper about personal takeaways, how those could be applied to the student's personal and professional life and how their passion might be turned into a business. The student then prompts ChatGPT for "a list of 50 brilliant business ideas on the topic of [whatever the student is passionate about]." Once that list is generated, the student chooses one idea, then prompts ChatGPT for an outline of a business model that could make the business feasible, and prompts DALL-E 3 text-to-image generator to create a stylized image of what the function of the business would look like. The student is required to professionally craft the paper and integrate the AI components.

Students usually go all-in on this project, partly, I think, because they get to transparently experiment with AI without potential for academic integrity issues. Before implementing AI with this project, only about 20% of the business ideas in these papers are pitched to the class as the concept for a final team-based feasibility analysis; now, with AI, that number is close to 80%. AI facilitates student projects that are significantly more creative, with more articulate writing, and form ventures with higher degrees of desirability (customers like it), feasibility (the business could realistically start), and viability (the business can make a profit).

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AI Integration in Business Education

We are preparing students for a future where AI is an extension of their professional toolkit, essential for achieving excellence in their ventures. By integrating AI into our coursework, we're not just teaching students about entrepreneurship, we're ensuring they're primed to be global business leaders in an AI-driven landscape.

Looking Back, 2023 Center for Ethics Events

Colonel DJ Reyes

2023 Ethics Awards Breakfast

In November 2023 the Center for Ethics held its 28th Tampa Bay Ethics Award Ceremony. This year's recipient was Retired U.S. Army Colonel DJ Reyes. Col. Reyes has had a distinguished military career and continues to serve veterans of Tampa Bay through his efforts with the nationally acclaimed Veterans Treatment Court in Tampa. This court assists veterans in trouble with the law due to a disorder or condition incurred during military service.

The ceremony featured testimonies by colleagues of Col. Reyes and was attended by his family, friends, members of the Tampa Bay community, faculty and students. We thank Col. Reyes for exemplifying ethical leadership throughout and beyond his career.

2023 Ethics Club meeting.

Travis Kaiser

2023 Hot Seat Speaker Series

The Center for Ethics featured Travis Kaiser, owner and operator of Santoro's Pizzeria, for the biannual Hot Seat Speaker Series. Kaiser, a UT graduate, shared his journey of opening and successfully running Santoro's Pizzeria to a standing-room only crowd of students. He shared the ethical hurdles he encountered and served up some honesty on the grit, self-discipline and fortitude it takes to become a successful entrepreneur.

Introducing Leshell Santiago

Staff Assistant I, B.S. in Management

Leshell Santiago graduated from UT in May 2023 with a Bachelor of Science in Management and minor in Marketing. Since July 2023, she has been making significant contributions as the staff assistant for the Sykes College of Business centers and institutes. She not only holds the title mentioned but also serves as the center coordinator for the Center for Ethics. As the new center coordinator, Santiago's primary responsibilities include diligently coordinating events throughout the semester, spearheading marketing efforts for these events and playing a pivotal role in the curation of the semester newsletter. Working alongside esteemed professors such as Robert Marley and Ashley Salaiz. Santiago has seamlessly integrated into her role.

Leshell Santiago

Spring 2024 Hot Seat Speaker

The Center for Ethics hosted Dotti Groover-Skipper, who has dedicated her career to enacting positive policy change in substance abuse, addiction, and sex trade. Groover-Skipper is a Tampa Bay native and has received countless local, state and national accolades for her advocacy against human trafficking. Groover-Skipper spoke with students about the realities of human trafficking that exist in the world, including right here in Tampa Bay. Students left more knowledgeable about hard truths as well as a glimpse at a career founded in servant leadership.

Dotti Groover-Skipper

Trusting Your Gut Feeling

By Leshell Santiago, Staff Assistant, B.S. in Management

Have you ever experienced a sensation in your stomach urging you to refrain from a certain action? Perhaps you attempted to ignore it, only to find it persisting? This sensation is commonly referred to as a "gut feeling." In essence, a gut feeling manifests as an immediate physical response to a situation, serving as your intuition's guidance, regardless of its accuracy. It's that lingering sensation you can't seem to shake, leaving you uncertain whether to follow its advice or not. Trusting your gut instinct is linked to ethics and your moral compass, serving as a guiding force in decision-making processes. Often, our intuition acts as a subconscious reflection of our deeply held ethical beliefs and values. When faced with moral dilemmas or ethical choices, listening to our gut feelings can provide valuable insights into what feels right or wrong, even when we might not have logical explanations for our reactions. By focusing on our ability to trust our gut feeling, we empower ourselves to navigate complex ethical situations with integrity and authenticity, ultimately contributing to a more ethical and morally sound society.

Leshell Santiago

There's a saying that goes: "If you find yourself questioning whether to proceed with an action, the answer is likely no." Indeed, if you were genuinely confident in your decision, there would be no need for doubt. Therefore, always trust your gut instincts.

WAYS TO GET INVOLVED

Ethics Club

GET INVOLVED: JOIN ETHICS CLUB

Interested in participating with the Center for Ethics? We extend an invitation to join the ethics club! Each month we gather in the evening to discuss cultural, social, and emerging issues affecting people in the Tampa Bay area. For instance, in March, the discussion focused on pressures stemming from the notion that college is the sole pathway to a stable career after high school graduation. Why not reach out to learn more today?

Follow the Ethics Club on Instagram @utethicsclub. Or find us on UT's RSO: https://involveut.ut.edu/club_signup. Or contact Robert Marley (rmarley@ut.edu).

Contribute to the newsletter!

Would you like to write an ethics piece for a future newsletter? We regularly feature pieces written by UT students, faculty and Tampa Bay community members. This is a great opportunity to share your insights on an ethical topic you are familiar with from personal, academic and professional experiences.

Email us at asalaiz@ut.edu and rmarley@ut.edu

Advisory Board – Call for Nominees

The Center for Ethics is supported by an advisory board of community leaders who uphold strong ethical standards in business and commit to the mission of the Center. These individuals provide practical resources and professional experience in the field of business ethics. **We currently have openings on our advisory board.**

If you would like to be considered or would like to nominate someone, please email asalaiz@ut.edu and rmarley@ut.edu.

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