

AI Leaders Project

NEWSLETTER



Issue 1, Autumn 2024

Applied and Ethical AI in the Classroom: There's a Toolkit for That

Work Package 2 of the AI Leaders project aims to equip business and management educators with the knowledge and tools needed to integrate both applied and ethical AI into their courses. Recognizing that these concepts are new for many, AI Leaders focuses on building teachers' awareness, knowledge, and motivation to teach AI in a way that addresses its practical applications as well as its ethical implications. Central to this effort is the Compendium of Responsible AI Case Studies & Introductory Toolkit, which serves as a comprehensive resource for educators to understand and implement AI responsibly.

The first key component of this Toolkit is a state-of-the-art review on applied and ethical AI in business and management education, which has been drafted and is currently under internal review. The successful collaboration of three leading higher education institutions speaks to the relevance and quality of this review. The second section of the Toolkit, a collection of 13 case studies based on partners' interviews with AI experts, is also nearly finalized. The case studies address six different ethical criteria - fairness, accountability, societal impact, transparency and explainability, ethics, and regulatory compliance. The experts interviewed were integral in identifying useful digital tools for teaching ethical AI, to be elaborated upon in the

third section of the toolkit, a user-friendly toolbox.

The literature review, case studies, and toolbox of digital teaching tools will be shared and piloted during three separate face-to-face workshops in Poland, Spain, and Portugal. A set of Orientation Day Guidelines will be developed for replication of these workshops. Through the use of this Toolkit in part or in full, educators will be better positioned to enhance students' understanding of the ethical and practical aspects of AI, bridging the gap between theory and practice in business and management education.

Look out for the Responsible AI Case Studies and Introductory Toolkit, coming soon!



COLLABORATIONS AND SYNERGIES



Face-to-Face in Barcelona

A hybrid collaboration from the city of architectural genius! Hosted by the UPF Barcelona School of Management, the AI Leaders team reconnected for the second time in person and continued developing the project's foundational results. Namely, partners discussed the upcoming steps for the rollout of the Responsible AI Case Studies and Introductory Toolkit. This resource not only supports educators in integrating ethics into AI Business and Management curricula, but serves as a collaborative space for project partners to share their own expertise and gain new knowledge in the fields of AI and ethics.

Partners further had the opportunity to workshop the sustainability of AI Leaders' results. Using the Golden Circle Method, partners worked in small groups to identify areas where there is notable need for improvement regarding AI in the business world. The results of the workshop will additionally be used to more effectively disseminate project results with the target groups.



PHOTOS CREDIT: UPF-BSM

MEET THE PARTNERS

New partners each newsletter

University of Lodz (UoL), Poland

The Faculty of Management at the University of Lodz (UoL) is one of Central Europe's largest business schools, serving around 5,000 students at the bachelor, master, doctoral, and MBA levels. The Faculty offers programs in areas such as business management, finance, supply chain management, human resources, public administration, and IT. For the past five years, UoL has cooperated with companies like Bosch, Nordea, and Fujitsu to integrate artificial intelligence (AI) and automation into business practices. UoL also organizes hackathons focused on digital transformation and provides AI-related courses for both undergraduates and postgraduates.

UoL understands the AI Leaders Project as one bringing together the questions of artificial intelligence, ethics, education, and business into a coherent entirety that will enable educators, students, and businesspersons alike to develop sensitivity to the ethical use of AI in future pursuits, careers, and dealings with the surrounding environment. The aims of the project are not without challenge, especially considering the novelty of the field in Poland. True impact would include changing mindsets.



This project aligns with UoL's goal of becoming a socially responsible institution, promoting ethical AI practices in education, business, and society. The university plans to integrate AI and ethics into everyday curricula, making it a priority for educators to develop awareness and expertise in these areas, and ultimately influencing students' mindsets and capacities in a way that will enable them to apply AI in a considerate way in their future professional environments. Further, AI Leaders will disseminate these valuable insights on ethical AI in education through publications.

The AI Leaders **project coordinator** is **T. Bartosz Kalinowski**, an associate professor at the Faculty of Management, UoL, with 20 years of experience in teaching and research. Other key team members from UoL are **Artur Modliński**, leader of the Centre for Artificial Intelligence and Cybercommunication Research, and **Marta Olasik**, assistant professor at the Faculty of Management.

[Learn More](#)

Partners meeting in person for the first time in March, 2024. The AI Leaders Kick-Off Meeting was hosted by the lead partner, the University of Lodz (UoL), in Poland.

PHOTOS CREDIT: UoL



THE START



European E-Learning Institute (EUEI)

Founded in 2017, the European E-Learning Institute (EUEI) creates accessible, engaging, and inclusive digital learning experiences with a focus on innovation, ethical technology use, and lifelong learning. EUEI has delivered online courses to over 20,000 students across Europe, specializing in ethical AI, digital competencies, and instructional design. Their work on projects like TrustworthyAI.eu and CSRready.eu highlights their commitment to socially responsible digital education.

Aligned with the AI Leaders project, EUEI focuses on developing educational resources that emphasize the ethical use of AI in business management. They create practical online courses that equip students and professionals with the skills

MEET THE PARTNERS

needed to navigate AI responsibly. EUEI also contributes to the development of Responsible AI Case Studies and an Introductory Toolkit, providing real-world scenarios for ethical AI use. Additionally, they support Open Educational Resources (OERs) and AI in Business Management Hackathons, offering hands-on learning opportunities.

EUEI's mission is to balance technological innovation with ethical considerations, promoting social responsibility, inclusivity, and digital competence in AI education.

Key team members from EUEI include **Canice Hamill**, an Instructional Designer with 20+ years of experience in instructional design and digital pedagogy, **Kathy Kelly**, Head of Diversity and Inclusion, and **Kathryn O'Brien**, European Project Manager. [Learn More](#)

AI HOT TOPIC

EU AI Act: Clawing Back Control or Paper Tiger?

By Jeldo Arno Meppen

The cat is out of the bag. New EU law at least wants to pull its claws out.



The EU has thrown its hat in the ring with its ambitious AI Act, seeking to establish a uniform legal framework and support innovation within the bloc while upholding Union values such as a high level of protection of health, safety, fundamental rights... including democracy, the rule of law and environmental protection. This landmark legislation, slated for implementation in August 2026, aims to position the EU as a leader in responsible AI.

The Act takes a targeted approach by classifying and regulating AI systems based on risk. High-risk systems, defined as those with the potential to significantly impact health, safety, or fundamental rights, will be subject to the most stringent measures. These include AI used in critical infrastructure, law enforcement, and employment sectors. The legislation mandates risk assessments, data quality control, human oversight mechanisms, and transparency obligations. However, the Act's effectiveness is challenged by its limited reach and the unpredictable nature of AI itself. While it aims to create a trustworthy AI ecosystem within the EU, most commercial AI development occurs beyond its borders. Though the law attempts to address this by subjecting certain high-risk AI systems used by EU-based companies – even if developed externally – to its provisions, enforcement on a global scale seems improbable.

Moreover, while the Act acknowledges the need to adapt to market and technological developments, its reactive approach may prove insufficient to keep pace with AI's rapid evolution. The establishment of a European AI Office to oversee implementation is positive, but its success hinges on navigating the complexities of varying sectoral regulations and ensuring consistent enforcement across all member states.

While the EU AI Act represents a significant step towards regulating this powerful technology, its ability to truly control the AI beast, especially one with claws already dug deep into the global landscape, remains questionable. Only time will tell if this ambitious legislation will be enough to tame the beast or simply leave us chasing its shadow.

For further reading, see [AI Act](#) and "[How to Opt Out of A.I. Online.](#)"

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