AI Leaders Project
NEWSLETTER

Issue 3, Summer 2025
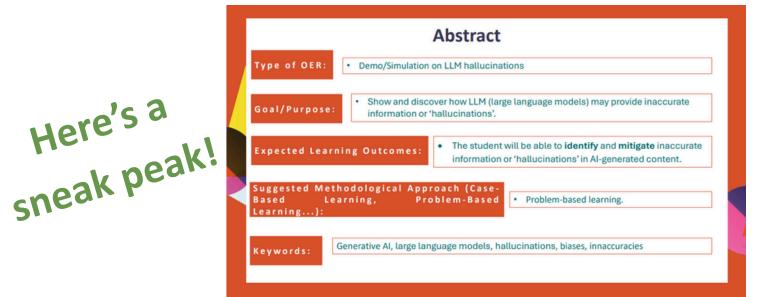
Open Educational Resources Under Review

A suite of 23 freely accessible OERs spanning five key business and management topics has been developed by university partners—who themselves represent the target audience of business educators that will use and benefit from these resources. All partners contributed to the internal review process, ensuring that the courses and activities are clear, inclusive, and responsive to the needs of both teachers and students. The OERs are currently being pilot-tested by educators and learners in real classroom settings.

To support implementation, the OERs are accompanied by a Teacher's Guide offering higher education educators concrete strategies and pedagogical approaches for integrating AI into their teaching. It includes practical activities that apply artificial agents (such as generative AI) in classroom contexts. The Guide also ensures alignment between the OERs' learning outcomes and the DigComp framework.

Ultimately, these OERs aim to equip lecturers with the tools to explore the ethical dimensions of AI in business, empowering them to prepare the next generation of leaders with the knowledge and skills to design AI systems that are trustworthy and socially responsible.

Looks out for the <u>Open Educational Resources here</u>!

MS2.2 Demo on LLM Hallucinations

Here's a sneak peak!

PARTNER NEWS

Workshops in Porto

From 7-8 May, 2025, project partners met in person for the third time in Porto, Portugal. Hosted at the Faculdade de Economia do Porto, it was a full gathering of the consortium and great progress was made in making final changes to the Responsible AI Case Studies and Introductory Toolkit and setting up the pilot testing for the Open Educational Resources.

Partners also participated in the co-design of the project's final key resources: three hackathons to be hosted by the university partners, a Hackathon Methodology, and a replicable Hackathon Guide. Among other elements, partners workshopped the possible hackathon structures, roles and involvement of the various target groups, necessary resources, and options for measuring the impact of the events.

One other engaged workshop took place: a Sustainability Workshop to determine possible opportunities for increasing the impact of the AI Leaders message and results internally and externally in the short, medium, and long-term.

Partners made significant progress. But the meeting was not merely productive, it was an enjoyable (sunny!) visit with a city tour, live fado music, lots of coffee, and shared meals.

PHOTO CREDITS: ERIN KUMMER
T. BARTEK KALINOWSKI

leaders

MEET THE PARTNERS

UPF Barcelona School of Management

The UPF Barcelona School of Management (UPF-BSM), established in 1990 and affiliated with Pompeu Fabra University, offers a broad portfolio of postgraduate programs across management disciplines.

UPF-BSM fosters a strong culture of entrepreneurship and innovation through initiatives like the StartLab Entrepreneurship Programme, the Startup Flama competition, and a curriculum that embeds entrepreneurial thinking across its programs. Its diverse international student body, representing 71 countries, and experienced faculty further enrich its teaching and research environment.

The UPF-BSM team leads the development of the OERs: from creating the work plan for partners to developing a resource pack and the Teacher's Guide. UPF-BSM is also integral in the development of the Toolkit and conducting the hackathons.

upf. BARCELONA SCHOOL OF MANAGEMENT

UPF-BSM sees the AI Leaders project as a key opportunity to enhance its education model by integrating AI and ethics into its business curriculum. The school's track record in Erasmus+ projects (e.g., UNILAB, Conscious Business Syllabus), its business case methodology, and research chairs—such as the Circular Economy Chair—position it to effectively contribute to the development of open educational resources (OERs) and AI-informed pedagogical tools. With its infrastructure, expertise, and commitment to responsible innovation, UPF-BSM is poised to make a substantial impact on the ethical and effective integration of AI in business education.

The UPF-BSM AI Leaders project team is led by **Ana Freire**, Vice Dean of Social Impact and Academic Innovation at UPF-BSM, and also includes **Rodrigo Cetina Presuel**, Associate Dean for Education and Academic Affairs, and **Ramon Bastida Vialcanet**, Vice Dean for Knowledge Transfer.

Learn More

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MEET THE PARTNERS

Feltech Software Innovations ltd.

Feltech Software Innovations Ltd, based in County Galway and operating across Ireland and the EU, is a seasoned ICT and data solutions provider with over 25 years of experience in software development, business consulting, and IT project delivery. Feltech brings to the project deep expertise in software customisation, data analytics, and e-learning to support innovative approaches to AI integration in business and education.

Feltech's impressive track record includes technical leadership across more than 20 SAP implementations and collaborations with high-profile clients such as Pfizer, UCD, and the Irish Times. The company specialises in enhancing software for financial and operational systems, while its recent strategic focus has shifted toward smart data applications, data visualisation, and advanced analytics. These capabilities are central to the AI Leaders initiative, which explores how AI can ethically and effectively transform higher education.

Feltech is the lead design partner for AI Leaders, responsible for developing the logo, branding, and

Within the AI Leaders framework, Feltech also contributes to case studies, the development of open educational resources (OERs) and supports the design and implementation of AI-focused hackathons. Their experience in virtual learning technologies and content development ensures robust support for capacity-building among educators and students alike.

Key team members from Feltech are **Con Bartels** and **Enda Felle**.

Learn More

A Rising Need: How Higher Education Can Help Shape National AI Strategies

As artificial intelligence (AI) becomes increasingly central to innovation and economic development, many countries are implementing National Artificial Intelligence Strategies (NAIS) to guide AI integration across sectors. These strategies aim to harness AI's potential to drive economic growth and address complex societal challenges. However, the successful implementation of NAIS requires not just government planning and private sector engagement, but also the indispensable involvement of higher education institutions (HEIs).

Higher education plays a unique and critical role in shaping AI strategies. Its strength lies in fostering interdisciplinary collaboration to ensure a holistic approach that considers the technical, ethical, and societal dimensions of AI development and use. Universities also contribute rigorous, independent research that advances both theoretical understanding and practical applications. Unlike industry or government stakeholders, HEIs insights stem from a more neutral, research-driven perspective. This last aspect is particularly valuable when navigating the ethical challenges of AI governance.

A current challenge is the lag between rapid technological advances and the slower pace of policy and skills development. Higher education can bridge this gap by aligning academic research and training with national policy objectives, ensuring that strategic goals are informed by cutting-edge developments and real-world application. Investment in multidisciplinary AI research centres that support flexible curricula, partner with private industry, and train students across fields in AI competencies could be used to support policy development. This approach would not only accelerate innovation but also cultivate a workforce equipped to implement and guide ethical and effective AI integration.

The future of national AI strategies depends on stronger partnerships with higher education. By leveraging their capacity for research, interdisciplinary insight, and curriculum innovation, HEIs can ensure AI is developed responsibly and strategically.

Further Reading

Visit **aileaders-project.eu** and follow the hashtag **#AILeadersProject** to stay current with AI Leaders news!