AI Leaders Project
NEWSLETTER

Issue 4, Winter 2025

AI LEADER: THE FINAL CHAPTER

As our journey comes to a close, we reflect on the incredible strides we've made in AI education for business and management students across Europe. Our project has been dedicated to equipping the next generation of business leaders with the knowledge, skills, and ethical grounding to harness AI responsibly and innovatively.

Empowering Educators to Shape Ethical AI Leaders
Our learning resources provide educators and policy-makers with training in ethical AI, including case studies and OERs on real-world business applications. These equip educators to guide students in applying AI responsibly, fostering a new generation of tech-savvy and ethically responsible Future Business Leaders.

⬤ THREE CITIES, THREE HACKATHONS, ONE MISSION

In the final phase of our project, our AI in Business Management hackathons brought together students, lecturers, and companies in exciting, hands-on challenges across U.PORTO, University of Łódź, and UPF-BSM Barcelona. Participants tackled real-world business problems while exploring ethical and practical AI applications, sparking creativity, teamwork, and innovation.

WHAT ARE HACKTAHONS? •••

Hackathons are intensive, short-term events where participants collaborate to solve specific problems through creative use of technology. While common in computing and tech, their introduction into Business and Management education offers a novel and engaging way to explore practical and ethical AI applications.

leaders

Barcelona Hackathon

upf. BARCELONA SCHOOL OF MANAGEMENT

Barcelona Hackathon in numbers

50 participants

33 students

12 educators + 5 industry experts

6 ideas developed

FOCUS

Estrella Damm Hackathon at UPF-BSM

On November 21, UPF-BSM hosted the one-day Estrella Damm Hackathon as part of the AI Leaders project, bringing together 33 students from the Full-Time MBA and the Master in Data Analytics for Business, 12 faculty, and 5 company representatives. In interdisciplinary teams, participants tackled the challenge of designing an ethical AI agent to collect employee ideas anonymously, ensure fair evaluation, and avoid biases related to hierarchy, department, or seniority. The agent had to follow clear rules: guarantee anonymity, assess proposals using transparent and objective criteria (impact, feasibility, alignment with Damm's values), and generate periodic reports on participation and idea trends without identifying contributors. Teams demonstrated how the system could fairly evaluate ideas and involve contributors in the development of selected proposals, showcasing an innovative approach to employee-driven innovation.

leaders

Lodz Hackathon

FACULTY OF
MANAGEMENT
University of Lodz

Lodz Hackathon in numbers

55 participants

38 students

10 educators + 5 industry experts

4 ideas developed

FOCUS

Ethical AI Hackathon at UoL

The hackathon tackled the challenge of creating an ethically grounded AI-driven employee performance evaluation system for a large logistics company. Participants explored how algorithmic tools could support fair, transparent decision-making while accounting for the complexity of human work in a high-pressure, variable environment. Key discussions focused on data protection, algorithmic bias, over-surveillance, and the risk of reducing nuanced performance to purely quantitative metrics. Teams developed strategies to integrate ethical safeguards throughout the system's lifecycle, emphasising explainability, human oversight, participatory design, and respect for employee autonomy. The final outcome included consolidated recommendations and a conceptual design for an ethical evaluation application with transparent criteria, bias-mitigation, and privacy-preserving data flows.

Porto Hackathon

U. PORTO
FEP
FACULDADE DE ECONOMIA
UNIVERSIDADE DO PORTO

Porto Hackathon in numbers

41 participants

26 students

10 educators + 5 industry experts

6 ideas developed

FOCUS

AI for Responsible Business: NOS Hackathon at FEP

The "AI in Business Management" Hackathon at FEP challenged students to develop responsible AI solutions for the NOS case "Optimising Call Resolution with Responsible AI at NOS," presented by a Portugal's leading telecommunications provider.

Designed as a six-hour intensive challenge, the event blended practical problem-solving with ethical reflection, supported by mentors from NOS and FEP faculty. The atmosphere was dynamic and highly collaborative.

Six solutions were developed and presented to a joint jury, with one team winning both the jury and peer awards. The hackathon highlighted the value of ethical AI and strong university–industry collaboration, leaving a lasting impact on students and participants alike. It also demonstrated how focused, hands-on challenges can inspire innovative thinking and responsible problem-solving.

WHAT WE CREATED TOGETHER

Throughout the project, we developed resources that empower educators to bring AI to life in business and management education. The **Responsible AI Case Studies & Introductory Toolki**t provides teachers with practical tools to link ethical principles with real-world applications, preparing students to become thoughtful, tech-savvy business leaders. Our **AI Open Educational Resources (OERs) for Business Management** offer flexible, real-world case studies that lecturers can use to design hands-on AI assignments, making ethical and applied AI tangible for students. And last but not least, the **AI in Business Management Hackathon Guide** captures the know-how behind our interdisciplinary hackathons, enabling other institutions to replicate immersive, collaborative learning experiences that explore AI in business ethically and creatively.

Responsible AI Case Studies & Introductory Toolkit

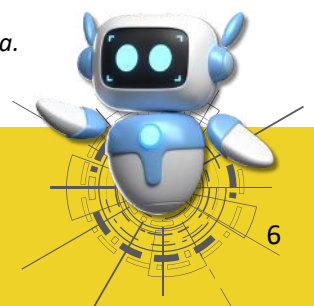**AI OERs for Business Management**

AI in Business Management Hackathon Guide

All resources are openly accessible and will be further embedded in partner institutions' teaching practices, strengthening their impact well beyond the project's lifetime.

WWW.AILEADERS-PROJECT.EU

Image credits: Photos sourced via Canva.

Final THANK YOU!

All project partners want to warmly thank everyone who contributed to the **AI Leaders** Project. Together, we have made a real impact on university business and management students, equipping them with ethical awareness and practical AI skills.

Through our efforts, we have empowered future business leaders to develop AI solutions that align with European values, fostering responsible innovation, creativity, and integrity in research and entrepreneurship. Your engagement and support have been key to this success.

Thank you for being part of this journey!

BEYOND THE PROJECT: WHAT'S NEXT?

As we continue to share the impact of the AI Leaders Project and explore ways to build on its results, we are excited to announce the launch of **AI Researchers**, a new Erasmus+ project launched in October 2025 as a spin-off of AI Leaders.

Inspired by the insights and outcomes of AI Leaders, **AI Researchers** aims to embed AI literacy in European higher education by providing structured AI training for early career researchers and academic supervisors.

Building on AI Leaders' success, the **AI Researchers** project empowers the next generation of researchers to use AI responsibly and confidently, fostering research integrity, creativity, and innovation. With AI Researchers, we continue the journey from AI Leaders, advancing a future where AI drives responsible, creative, and impactful research across Europe!

Join the conversation on social media using **#AIResearchersProject.**

AI LEADERS PARTNERS:

WWW.AILEADERS-PROJECT.EU

Project Number: 2023-2-PL01-KA220-HED-000180952. Disclaimer: Co-funded by the European Union. Views and opinions expressed are however those of the author or authors only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System. Neither the European Union nor the entity providing the grant can be held responsible for them.

7