Cal State LA *ASSESSMENT FAIRE 2026

Transforming Business Curriculum with AI

Elevating Assessment for Future-Ready Graduates

Information Systems Program

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Featured student projects: CIS 5040 and CIS 5250

INTEGRATION

AI in the Business Curriculum

AI is embedded across the student journey — from first-day design thinking to capstone deliverables.



Market & User Research

AI-synthesized interviews, survey coding, and secondary-source analysis



Data Analytics

Copilot-assisted data cleaning, Power BI dashboards, predictive modeling



Writing & Communication

Drafting with LLMs, editing for audience, cover letters, business cases



Design Thinking

AI as a brainstorming partner for empathize, ideate, and prototype phases



Process & Systems

Prompt engineering, workflow automation, enterprise system integration



Assessment & Reflection

Rubric-aligned AI disclosure; iteration logs; peer review

AI Learning Goals

We designed our curriculum around three AI capabilities every business graduate must demonstrate. (Based on Stanford Understanding AI Literacy)



01

AI Literacy

Understand how generative AI, ML, and automation work — including their strengths, limits, and common failure modes in business contexts.



02

Critical Application

Use AI as a thinking partner for analysis, prototyping, and decision-making — validating outputs and adapting prompts to the task.



03

Ethical Judgment

Recognize bias, protect data, attribute AI contributions, and weigh stakeholder impact when deploying AI in an organization.

IS Learning Goals

IS Learning Goals AACSB Review Period: 2020-2026



Learning Goal 1: Students will be able to utilize advanced IT knowledge and skills



Learning Goal 2: Students will have the knowledge to integrate functional business processes in an information system



Learning Goal 5: Students will understand IT professional ethics and globalization



Learning Goal 6: Students will possess knowledge of IT practice and industrial orientation

Mapping AI Goals to Assessment Outcomes

Each AI learning goal aligns directly to an existing College of Business MSIS program learning outcome (PLO).

AI Learning Goal	Program Outcome (PLO)	How We Measure It (Rubrics)
AI Literacy	Technology competency — apply digital tools in business problem-solving (#1 and #2)	Tool-selection rationale in project briefs; reflective journals
Critical Application	Analytical & critical thinking — evaluate evidence to reach sound decisions (#6)	AI Application Integration analysis with validation
Ethical Judgment	Ethical reasoning — identify stakeholders and weigh social / organizational impact (#5)	AI disclosure statements; bias audits; ethics case presentations

PROJECT 1 • EXAMPLE

One-Stop Career 360

Workforce Development | Figma Prototype

The Example

Team SED built an educational ecosystem that connects students, faculty, alumni, and employers through a single career platform. Sixteen modules span the student journey — from Career Goal and Gap Analysis to Mock Interview, Study Planner, and Alumni Community.

Where AI Showed Up

- Qualtrics survey analysis and labor-market data synthesis
- AI-assisted resume builder and mock-interview feedback
- LLM-generated to-do lists from gap-analysis outputs

Project Goals

A. Define a clear career path for every student

B. Match student skills to real employer needs

C. Strengthen school–industry–alumni partnerships

Outcome: Progress report achieving their stated career goal.

Career 360 — AI Alignment & Rubric

Mapping to Our Three AI Goals

AI Literacy

Students justified which AI tool was chosen for each module (LLM for text, ML for matching).

Critical Application

Iterated Figma prototypes using AI-generated user flows — then validated with peer interviews.

Ethical Judgment

Weighed privacy trade-offs of AI matching; added opt-in data controls in the design.

Sample Rubric (excerpt)

Criterion	Emerging (1–2)	Proficient (3)	Exemplary (4)
AI Tool Selection	Used one tool without rationale	Justified tool choice per module	Compared 2+ tools with trade-off analysis
User Validation	Design claims not tested	Validated with ≥ 3 user interviews	Iterated prototype 2× based on user data
Ethical Disclosure	No AI use statement	Disclosed all AI-generated assets	Disclosure + bias review + data-privacy plan

PROJECT 2 • EXAMPLE

AI-Powered Customer Churn Prediction

The Example

A telecom company wants to reduce customer churn (customers leaving their service). The project uses AI to **predict which customers are likely to leave** and enables targeted retention strategies.

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Responsible and Ethical Use of AI

Applying AI Thoughtfully

- Ensuring customer data privacy and compliance with regulations.
- Monitoring bias (e.g., unfair targeting of certain demographic groups).
- Maintaining transparency in how predictions influence decisions.

Project Goals

A. Translate predictive insights into actionable business strategies.

B. Segment customers based on churn risk levels.

C. Propose targeted retention interventions (e.g., discounts, loyalty programs).

D. Evaluate the potential business impact of reducing churn.

AI-Powered Customer Churn: Rubric

Criteria	Excellent (4)	Good (3)	Fair (1-2)
AI Tool Selection Justification	Clearly justifies choice of AI tools based on problem type, data, and constraints; compares alternatives	Provides reasonable justification with some comparison	Limited explanation of why tools were chosen
Understanding of AI Tool Capabilities	Demonstrates understanding of tool strengths and limitations	Shows good understanding with minor gaps	Basic understanding only
Responsible Data Usage	Uses data ethically (consent, privacy, anonymization); clearly documents sources and handling	Mostly responsible data use with minor omissions	Some ethical concerns or unclear data handling
Ethical AI Usage	Demonstrates strong awareness of ethical implications (fairness, accountability, misuse risks) and addresses them	Shows general ethical awareness	Limited ethical consideration
Documentation of AI Usage	Thoroughly documents tools used, prompts (if applicable), limitations, and decision process	Adequate documentation	Incomplete documentation

GUARDRAILS

AI Ethics in Assessment Design

Every AI-integrated assignment carries the same five non-negotiable commitments.



Transparency

Disclose any AI use on every deliverable — tool, version, and scope.



Bias Awareness

Audit AI outputs for demographic, cultural, and confirmation bias.



Data Privacy

Never paste PII, client data, or proprietary IP into public AI tools.



Academic Integrity

AI assists thinking; students own the thinking and the final words.



Stakeholder Impact

Weigh who benefits, who is excluded, and who bears downstream risk.

THE TAKEAWAY

Next Steps for Responsible AI Use

1

Disclose

Start every deliverable with a clear AI-use statement.

2

Validate

Check every AI claim against primary or peer-reviewed sources.

3

Reflect

Close every project with what AI got right — and what it got wrong.

Our graduates don't just use AI — they use it responsibly, critically, and with purpose.

Thank You • Questions?