



## INTEGRATING AI INTO BUSINESS EDUCATION: OPPORTUNITIES AND CHALLENGES

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### Abstract

*Business Education is an aspect of learning that prepares students success in business life by instilling in them theories, skills, attitude, competence and best practices for sustainable employability and expertise in business world, management functions and entrepreneurial activities. The objective of business education is to integrate students into the changing world of business and hence, the introduction of technology brought about the acquisition of essential knowledge on the manipulation of the innovation. The increasing adoption of Artificial Intelligence (AI) in business also initiates corresponding evolution in business education. This paper explores the opportunities and challenges of integrating Artificial Intelligence (AI) into business education curricula. On one hand, AI integration can enhance decision-making, personalize learning, and prepare students for the world of business. On the other hand, challenges arise in curriculum development, faculty training, resource allocation, ethics, and students' readiness. This paper discusses strategies for effective AI integration, essential AI skills for business students, and probable solutions to overcome these challenges. By examining the relationship between AI and business education, we can appreciate the significance of AI in shaping the mindset of future business leaders for Sustainability.*

**Keywords:** Artificial Intelligence, Business Education, Curriculum Integration, Opportunities, Challenges, Sustainability.

### Introduction

Business Education is an aspect of learning that prepares students for roles in world of work and offers them with knowledge for and about business. It is an educational programme taught students in higher institutions and prepares them for careers in business. It is also a specialized programme of instruction designed to provide learners with knowledge, skills, competence and attributes leading to employability for sustainable economic development.

In Ademiluyi (2020), it was stated that business education is seen as training in any subject or field designed to develop general business knowledge, contrary to the confusion with business



teacher education. He further said that because education is designed as a course involves in teaching students the fundamentals, theories, process and best practices of business where students are prepared for careers in business, fundamental institutions that help them to assume their economic roles as consumers, workers and citizens while the third division is background instructions which assist students to prepare for professional careers.

Technology plays a major role in the mainstream of business education. The evolution of office technology brought about the rise of business education in the areas of electronic typewriter, mass production of desk-top computer and computer software gave a major overhaul for business curricula, introduction of new facilities and platforms for teaching-learning process which encouraged young citizens to go into business occupations (Okwuanoso and Nwazor cited in Ademiluyi, 2020). The equilibrium between AI and Business Education is all about hitting the balance between technological advancement and human-centric learning which includes emphasis on creativity, critical thinking, empathy, human understanding, innovation, emotional intelligence, ethical sensibility, adaptation, complex problem-solving, effective communication skills and lifelong learning ability. When educators focus on these skills, the students will be more ready to accept and incorporate AI in their daily academic performance by making use of their unique strengths to drive innovation, productivity and new knowledge that will make positive impact ethically.

### **Information Communication and Technology Skills and Introduction of Artificial Intelligence**

Business Education in Nigeria has not been given its right visibility because of societal misconception of the programme. Today, the confluence of pedagogy, technological and Socio-economic factors bring business education into limelight with the consciousness of scholars and policy makers coming to its acceptance (Ademiluyi, 2020). The mandatory use of keyboard with desktop computers has made keyboarding an indispensable business education offering, a subject with universal demand. He further said that every University student should master the art of keyboarding in order to be able to manipulate keyboard well, even, if it is laptop. The impact of ICT is becoming more pronounced worldwide to the extent that rarely can anything be done in the academia without reference to this type of technology. ICT cuts across all sectors and it is becoming a driving force for an effective and efficient operation of commerce, governance, medicine, education, human resources development, arts, agriculture, national security and other areas of human endeavour (Nwabufo and Tony-okeme (2020). Today, as technology is developing, AI is emerging, bringing more comfort and enlarged knowledge to the academic world.

#### **Artificial Intelligence (AI)**

It is a process of developing computer systems to a level of performance by human intelligence. It is called artificial intelligence because of the ability to replicate human tasks at a faster rate. Artificial Intelligence has dominated the areas of learning, problem-solving, reasoning, perception and language understanding. It is so amazing what AI can do in the area of learning in this generation.

### **Integrating Artificial Intelligence into Business Education Curriculum**

Artificial Intelligence can be integrated into business education curriculum in so many different ways which include and not limited to:

1. Foundation courses  
AI can be introduced as a concept which involves machine learning and data science.
2. Specialized courses



AI can be applied as an application in marketing, finance, office administration and management.

3. Case Studies and projects  
This is about bringing real-world examples into the teaching and projects that demonstrate AI applications in business. Experts in AI can be invited from industries as a teamwork to facilitate students' learning.
4. Tools and Software  
AI-Powered tools and software in courses that include data analytics platforms, AI-driven simulation software, machine learning library and others.
5. Guest Lectures and Collaboration  
Industry experts and AI-focused organizations should collaborate with academic institutions for expanded programmes to enhance effectiveness of teaching-learning process of AI integration into business education.
6. AI-related Class Projects  
Students should be encouraged to work on AI-related projects which includes business models that proffer solutions to business challenges.
7. Interdisciplinary strategy of teaching  
Faculty members should endeavor to combine AI with other disciplines including Law and Science to provide a comprehensive understanding of the operations of AI.

#### **AI-related skills for Business Education**

The following skills are very important for business education students to acquire:

- Data analysis and interpretation
- Machine learning fundamentals
- Programming skills
- Data visualization and communication
- AI ethics and responsible AI adoption
- Business process automation and optimization
- AI-driven decision-making and strategy

When academic institutions integrate AI into Business Education curriculum, students will be prepared to enter into AI-driven business world and perform effectively.

#### **Intersection of AI and Business Education**

This is the point where AI and Business Education meet together for effective performance. AI is the development and usage of intelligent computers that can perform operations majorly reserved for human intelligence while Business Education is that training designed to teach students theories, best practices, competences, attitudes and skills required to become successful business owners, business educators or business executives for sustainable economic development.

Business Education has long been focusing on equipping students with knowledge, skills and competencies (Ogunjobi, 2020). However, AI's unprecedented rise transforms the business environment. It is therefore, imperative for Business Education to adapt to prepare students for AI-driven future (Bharadwaj and Kettinger (2020). This goal can be achieved by using AI to enhance teaching strategies, improve academic achievement, develop AI-related skills, preparing students for AI-driven business world, engaging students with ethical issues in the use of AI in business.

#### **Opportunities of Integrating AI in Business Education**

Business Education, being a multidisciplinary programme has a lot of opportunities to accrue from integrating AI into its curriculum. These opportunities are highlighted below:

1. Enhanced Analytics, that is, datasets are vastly analyzed by AI-powered tools.



2. Personalized learning: learning is appropriately adapted to suit diverse and inclusive education through the use of AI-driven learning systems.
3. Simulated Business Environment: real-world events are replicated by AI.
4. Experiential Learning: students are given various practical experiences that are made possible by AI-enabled projects.

### Challenges of Integrating AI into Business Education

As many as the opportunities of AI integration, there are also challenges which are enumerated below:

1. Curriculum Development: the issue of update of the new development serves as a challenge.
  2. Faculty Expertise: there is need to continually train the members of faculty, that is business educators on any new development in the technology.
  3. Resource Allocation: there is need to invest enormously in the integration of AI as a result its cost implications.
- Implementation strategies
1. Collaborations: there is need for institutions to partner with AI-driven industries to impact on students and their lecturers.
  2. Interdisciplinary Approaches: there is need to make the integration to cut across all disciplines in institution for effectiveness and efficiency.

Ethical considerations in AI

The followings are the ethics in AI as highlighted below:

1. Transparency
2. Accountability
3. Fairness
4. Privacy
5. Responsibility

The Business Educators should ensure that ethical considerations in using AI are emphasized to accommodate diversity and inclusivity.

### Conclusion and Recommendations

Business Education needs to be real-world compliant. This can only be achieved by using a seasoned and AI-compliant so that the students on graduation can fit into the changing world of business and compete favourably. The Business Educators should be well skilled to teach the trends and ethical considerations should be emphasized.

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