



*A Policy on the Ethical and Responsible
Use of Artificial Intelligence*

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College of Business Administration – Marquette University

Portions of this document were developed with the assistance of generative AI tools.

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I. Purpose

The College of Business Administration at Marquette University recognizes the *transformative* potential of Artificial Intelligence (AI) in education, research, and administration. This policy provides direction for students, faculty, and staff to use AI ethically, responsibly, and in alignment with the university's mission and values. Our approach is centered around *Human-AI interaction*, encourages *innovation*, and prioritizes data and information *security*.

II. Guiding Principles

AI use within the College of Business Administration must align with the following principles: (see Guidance document for more detailed explanations)

1. **Mission-Alignment:** AI should be used in ways that reflect the university's commitment to ethical and responsible business practices, service, and the advancement of knowledge for the greater good.
2. **Transparency and Explainability:** Users must always *disclose* use and purpose when AI has been used in teaching materials, coursework/assignments, research, or administrative tasks.
3. **Academic Honesty & Accountability:** AI-generated content must not be *misrepresented* as original student, faculty or staff work. Users remain responsible for all outputs generated by AI and must *critically evaluate* them for accuracy, bias, and ethical considerations.
4. **Fairness and non-discrimination:** AI tools and applications are inherently biased, and faculty or staff should be cognizant of this bias particularly in areas affecting grades, hiring, or student support. This bias can be evident when reviewing the output of this AI tools and applications.
5. **Privacy & Data Security:** AI tools and applications used by faculty and staff *must comply* with Marquette University's data security policies, not expose sensitive, proprietary, or personally identifiable information, and pass a security and compliance review through the University's IT Security office.
6. **Intellectual Integrity and Academic Honesty:** Faculty should set clear expectations for AI use in academic work, students must disclose AI tool or application usage without misrepresenting content as original, and AI should never be used to falsify data, manipulate results, or undermine learning.
7. **Sustainability and Resource Awareness:** The College of Business encourages selecting AI tools and applications that are energy-efficient, environmentally sustainable, and cost-effective in terms of data storage, processing, and system upgrades.
8. **Continuous Learning and Improvement:** The College of Business will provide ongoing AI training to support faculty, staff, and students in adopting best practices, encouraging faculty to explore AI's potential in teaching and research, staff with administrative tasks, while maintaining alignment with academic goals.

9. **Inclusiveness and Collaboration:** In the development, adoption and application of AI tools and applications, faculty are encouraged to reflect diverse perspectives on AI, including fast and slow types of AI work and actively engage all relevant stakeholders — including faculty, staff, students, and external partners. *Please refer to the COBA Guidance document on the Ethical and Responsible Use of Artificial Intelligence for further details regarding fast and slow types of AI work.*
10. **Safeguards for High-Risk AI Tools and Applications:** AI tools and applications impacting critical outcomes must pass a security and compliance review through the University’s IT Security office, with faculty and staff ensuring human oversight to align their use with university values and educational goals. *Please refer to the COBA Guidance document on the Ethical and Responsible Use of Artificial Intelligence for further details of such high risk AI Tools and Applications.*

III. Student Use of AI

- AI may be used as a *learning tool*, but students must follow *instructor guidelines* on its appropriate use.
- AI-generated content must not be *misrepresented* as original student work.
- Assignments *requiring* the use of AI and creation of AI-generated content must follow instructor guidelines and College of Business Administration procedures for proper documentation of AI-based outcomes.
- Unauthorized AI-generated submissions, or authorized AI-generated submissions that do not explicitly or accurately follow stated processes for AI use, in coursework or assignments will be considered *academic dishonesty* and will receive *no credit whatsoever* for such work.
- Students must *critically assess* AI-generated content for accuracy and bias before incorporating it into their work. Extra credit *may* be given for students *discovering and recognizing* any bias in the AI-generated content.

IV. Faculty Use of AI

- Faculty may use AI to *enhance* teaching, research, and administrative work but must *ensure human oversight*, and make all *reasonable* efforts to reduce or eliminate bias, and the hallucination effect.
- Faculty should educate students on AI literacy, its limitations, and ethical and responsible use considerations.
- AI should not be used to replace fundamental aspects of learning, such as *critical thinking* and *problem-solving*.

V. Staff & Administration Use of AI

- AI can assist in administrative tasks to improve efficiency but must *ensure human oversight* and make all *reasonable* efforts to reduce or eliminate bias, and the hallucination effect, and must be used in *compliance* with data protection policies.
- Staff should not rely *solely* on AI-generated decisions without human oversight and make all reasonable efforts to reduce or eliminate bias.
- **Sen**sitive institutional and personal *data must not be processed* through AI tools or applications unless they have been *approved* for compliance with university data security policies and passed a security and compliance review through the University's IT Security office.

VI. Prohibited Uses of AI

- Using AI to engage in *academic misconduct*, such as generating or completing assignments or research papers without disclosure [*Students/Faculty*].
- Sharing *confidential* or sensitive university, student, or employee data with AI tools that do not meet security standards or have been approved for use in accordance with university policies [*All*].
- Creating misleading, discriminatory, or harmful content using AI [*All*].

VII. Implementation and Enforcement

- This policy will be *reviewed* and updated *periodically* to reflect technological advancements and evolving ethical and responsible use considerations.
- Violations of this policy will be handled in accordance with COBA's academic and *administrative integrity* policies.
- The College of Business Administration will provide *training* and *resources* to help students, faculty, and staff navigate the use of AI ethically and responsibly.

VIII. Conclusion

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