College of Business and Management Showcases AI-Integrated Teaching Achievements, Highlighting Cross-Disciplinary Innovations from 11 Departments

Campus focus

On the morning of May 28 at 10:30 a.m., the College of Business and Management held the Generative AI-Integrated Teaching Showcase in Classroom B302A, presenting the teaching achievements of its 11 departments. The exhibition highlighted diverse applications of AI technologies within business and management education while providing a platform for faculty members from different departments to exchange experiences and approaches to AI-enhanced teaching, thereby deepening students' understanding of and engagement with AI.

In his opening remarks, Academic Vice President Hui-Huang Hsu noted that in an era of rapid advances in AI, employers increasingly demand graduates who possess AI-related competencies. He emphasized that "student empowerment begins with teacher empowerment," arguing that instructors must first become proficient in AI tools and applications before they can effectively guide students. He added that the showcase serves as a valuable platform for faculty exchange and observation, enabling educators to share teaching experiences and help students develop AI skills essential for the modern workplace.

Dean of the College of Business and Management Li-Ren Yang described AI as a revolution that is transforming modern life and work. As businesses place increasing value on AI literacy, he stressed the growing importance of universities' responsibility to advance AI education. He explained that the College has actively promoted the integration of generative AI into teaching across eight major areas: software applications, programming and coding, productivity tools, course projects, AI competitions, AI certifications, multimedia design, and self-directed learning. Each department has developed distinctive applications aligned with its disciplinary strengths, demonstrating the wide-ranging role of AI in

business and management education.

The exhibition featured the achievements and distinctive approaches of all 11 departments within the College. The Department of International Business and the Department of Business Administration applied AI to sales forecasting, human resource management, and customer relationship analysis. The Department of Economics utilized AI for market research and industry analysis. The Department of Risk Management and Insurance integrated AI into actuarial science and risk analysis. The Department of Banking and Finance focused on FinTech and regulatory compliance management. Meanwhile, the Department of Accounting combined computer auditing with AI competitions and professional certification training to enhance students' practical competencies. The Department of Statistics and Data Science demonstrated how statistical analysis, data science methodologies, and programming can be integrated to solve real-world problems, while the Department of Transportation Management built upon theoretical foundations and AI collaboration to develop intelligent transportation applications. In the area of humanities and interdisciplinary applications, the Department of Information Management employed large language models to support Taiwanese-language learning through game-based approaches. The Department of Public Administration focused on data governance and digital democracy literacy, preparing students for the challenges of digital transformation. The Department of Management Sciences integrated Minecraft into its curriculum, guiding students to understand programming logic through the construction of virtual campus environments. Additional exhibits included a virtual reality workplace fraud-prevention training system and other innovative projects. Through its diverse displays and demonstrations, the showcase highlighted the collective efforts of faculty and students in advancing AI-driven educational innovation, while also demonstrating the College's strengths in interdisciplinary integration and practical application.


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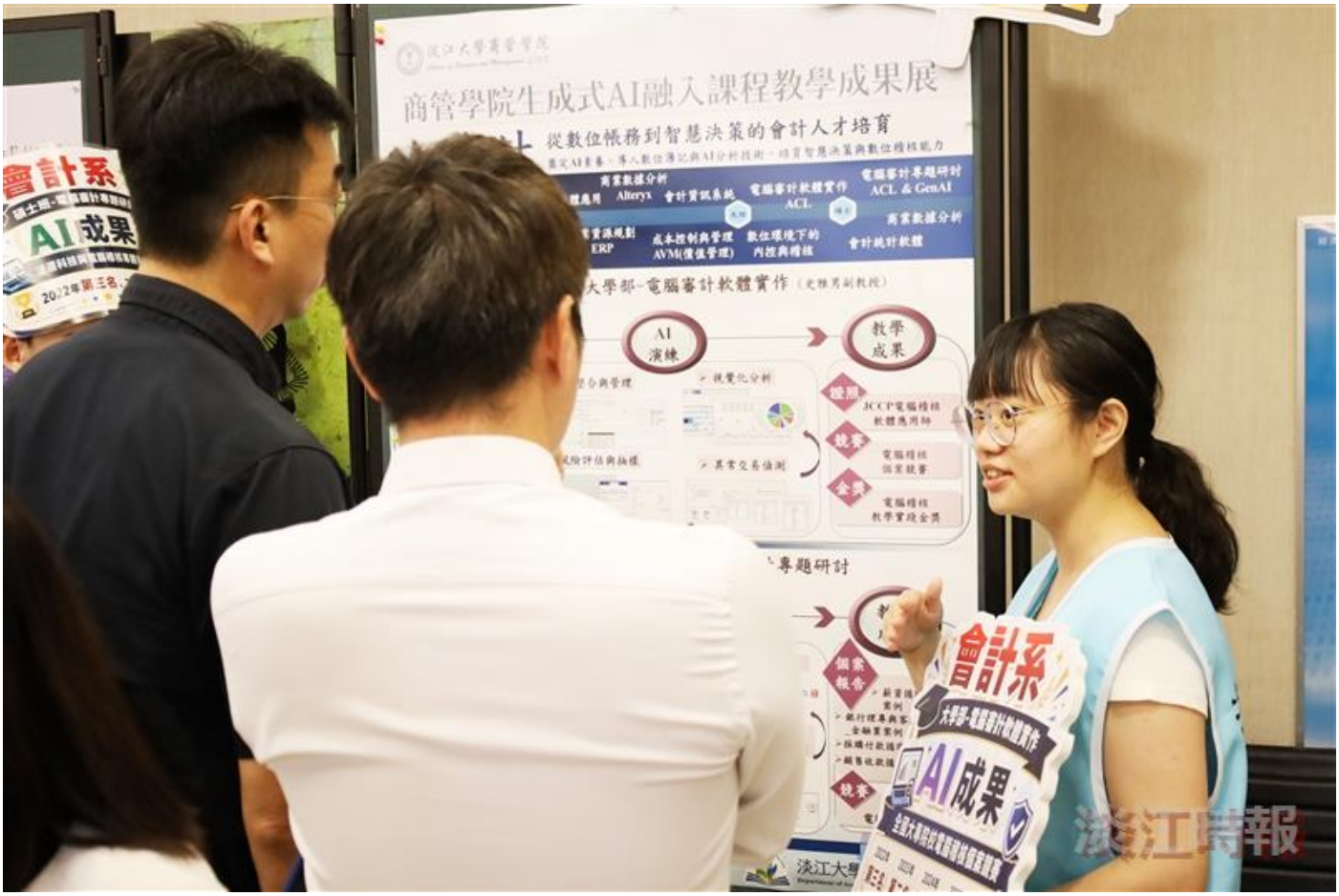
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