

## **Business Education in the age of generative AI**

### **Abstract:**

Within a brief period since its inception, generative AI has attracted considerable attention on both individual and organisational fronts. Its appeal stems from the potential to instigate significant and far-reaching transformations in various facets of life, drawing parallels to the impact of the Internet and smartphones. Educators are no exception and foresee a substantial transformation in multiple aspects of education, including the evolving role of teachers (Stokel-Walker, 2022). Generative AI employs machine learning, neural networks, and other methodologies to create fresh content (text, images, and music) by analysing patterns and information extracted from training data. In this session, we discuss the affordances (Norman, 1988) that this technology offers to Business Education lecturers, teachers and educators.

### **Bio note:**

Dr. Leonard Busuttil is an experienced academic in technology education. Currently serving as a Researcher and Senior Lecturer in the Department of Technology and Entrepreneurship Education at the Faculty of Education, University of Malta where he coordinates the Computing Education group. Dr. Busuttil holds a B.Ed (Hons) (Melit) , M.Ed (Melit) and a Ph.D. from the University of Sheffield. His research interests encompass innovative pedagogical approaches, focusing on game-based learning, online teaching and learning, and computational thinking. Dr. Busuttil has actively contributed to the academic community through his research initiatives, including significant projects involving the integration of ChatGPT for mathematics teachers and exploring the pedagogic applications of generative AI in computing education.