American University of Central Asia

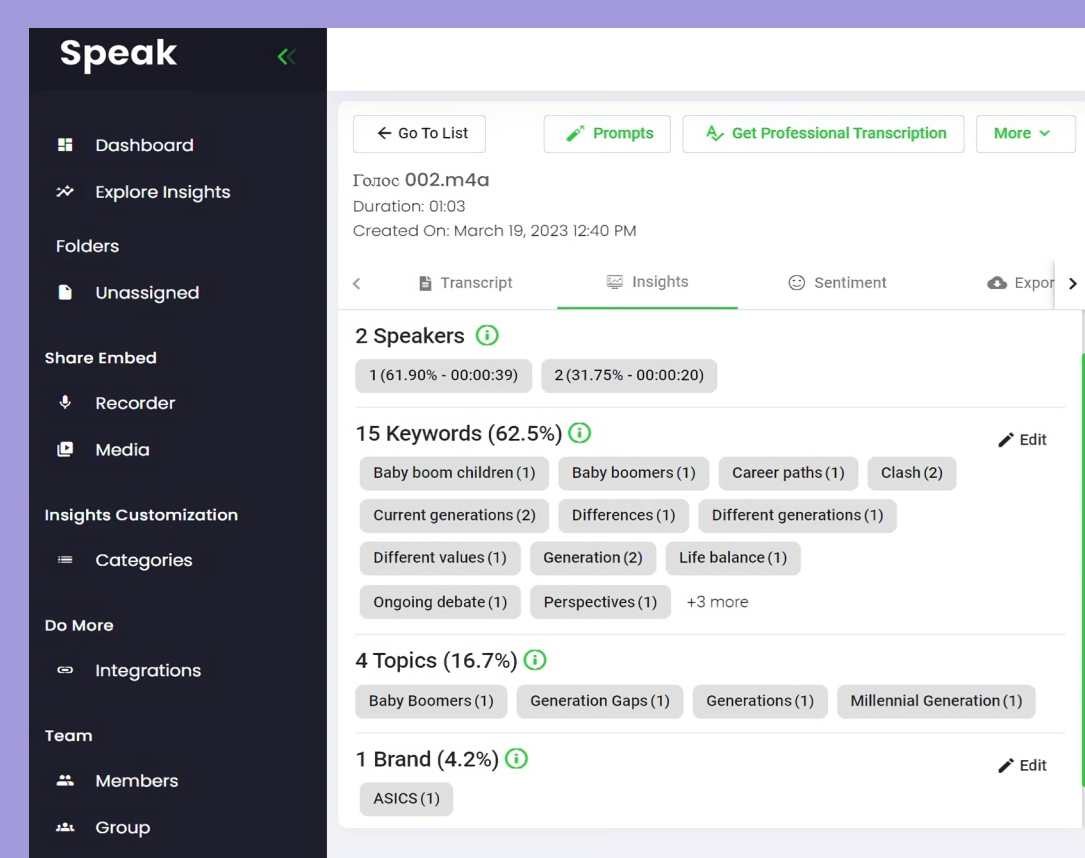# AI tool project within Business Communication course

CONSCIOUS EMPLOYMENT OF AI TOOLS TO ENHANCE WORK COMPLEXITY, QUALITY, COMPREHENSIVENESS
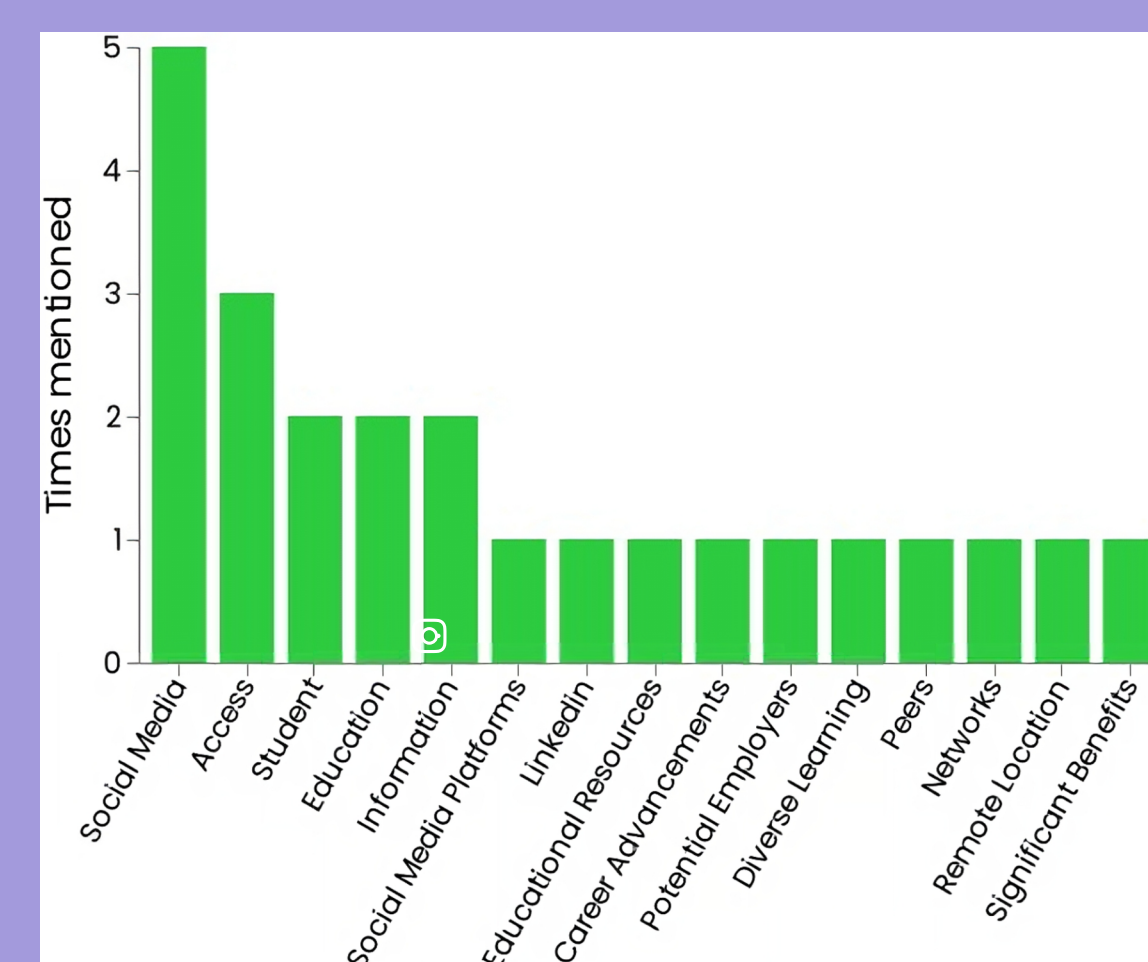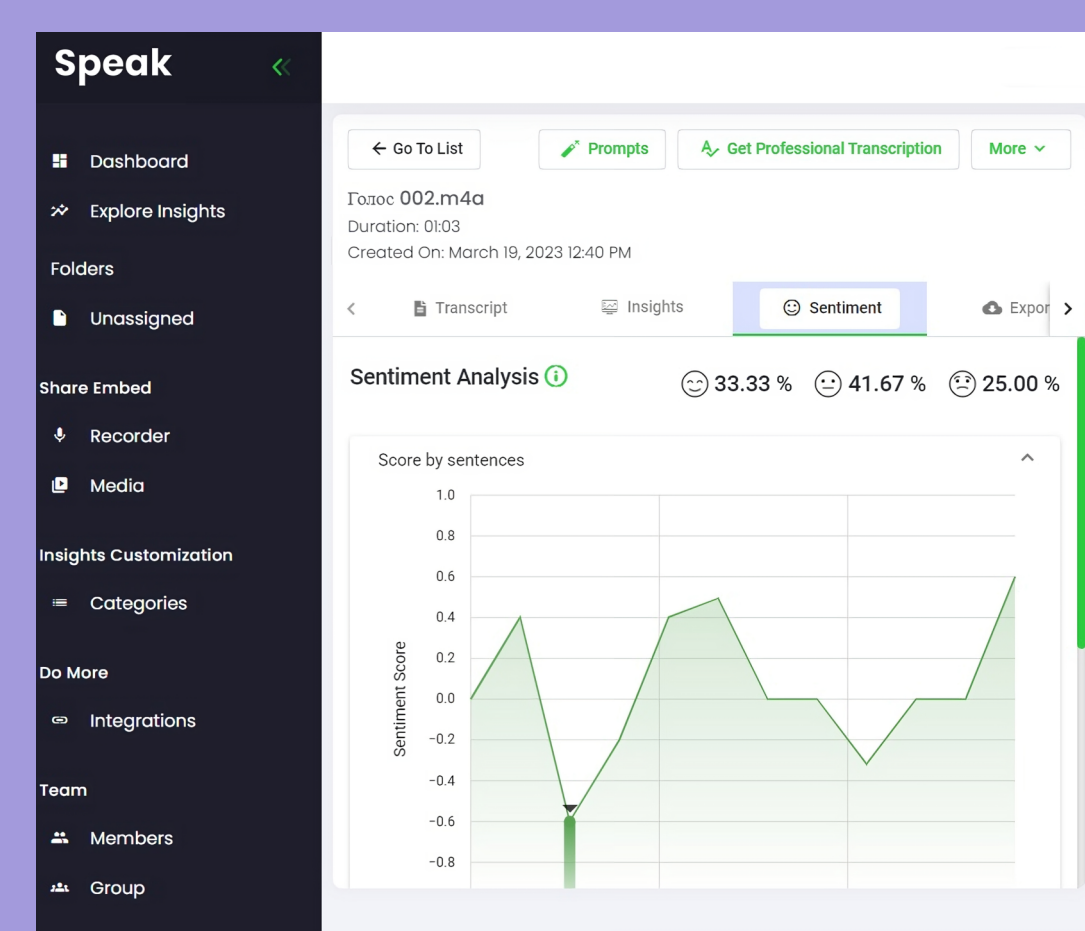
FOCUS

Objectives:

- to make students understand what AI is and what AI tools are,
- to teach students to use and apply several tools, to accomplish practical projects/assignments, and to evaluate the feasibility of the AI for Business Communication project through a survey and reflection papers.
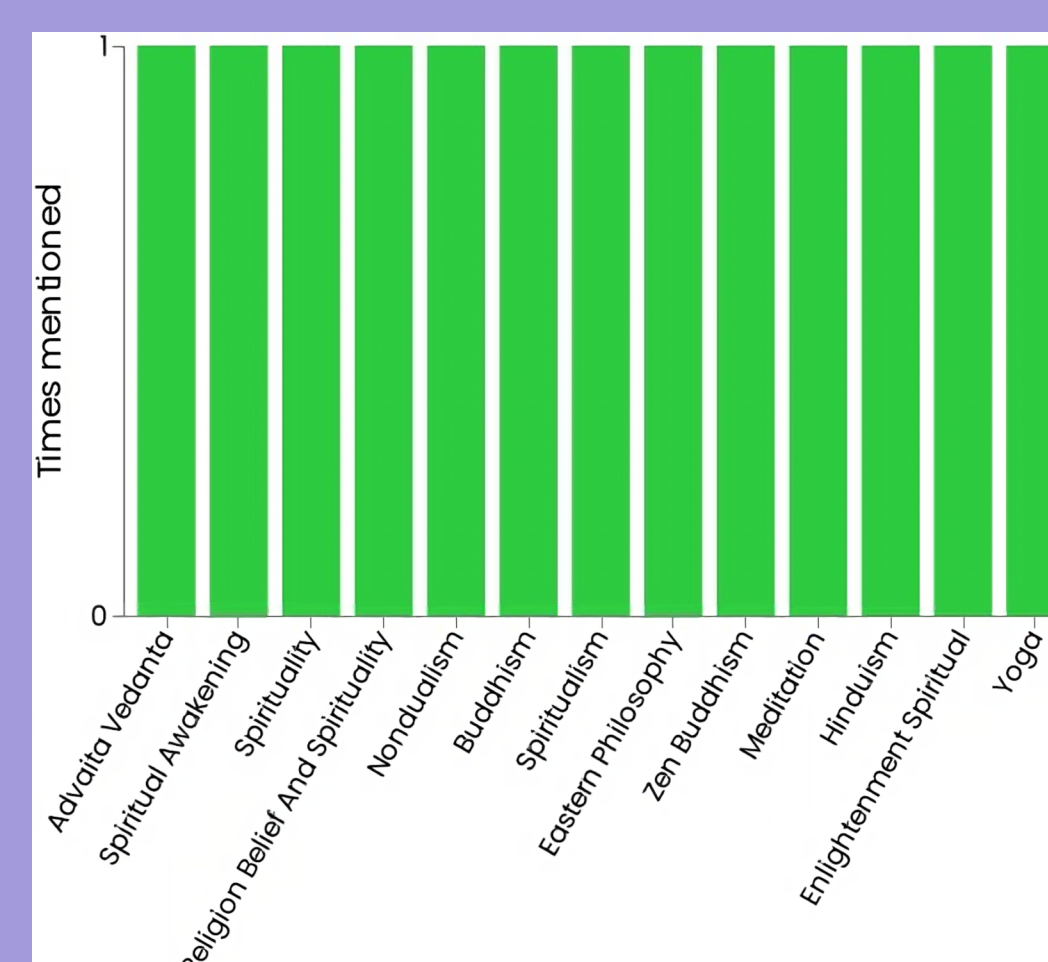
ASSIGNMENT I, II

ASSIGNMENT I:
- generate and improve text
- develop audio files
- create avatars and consequently combined all items in videos, using AI tools (only!)

ASSIGNMENT II:
- apply Rytr.me and Speakai.co
- analyze created texts,
- record audio messages
- practice Insights, Sentiment, Export, and Share options

Avatar examples

AI tools used:
- Rytr.me,
- ChatGPT,
- Midjourney,
- AI voice Generator, Digital People Text to
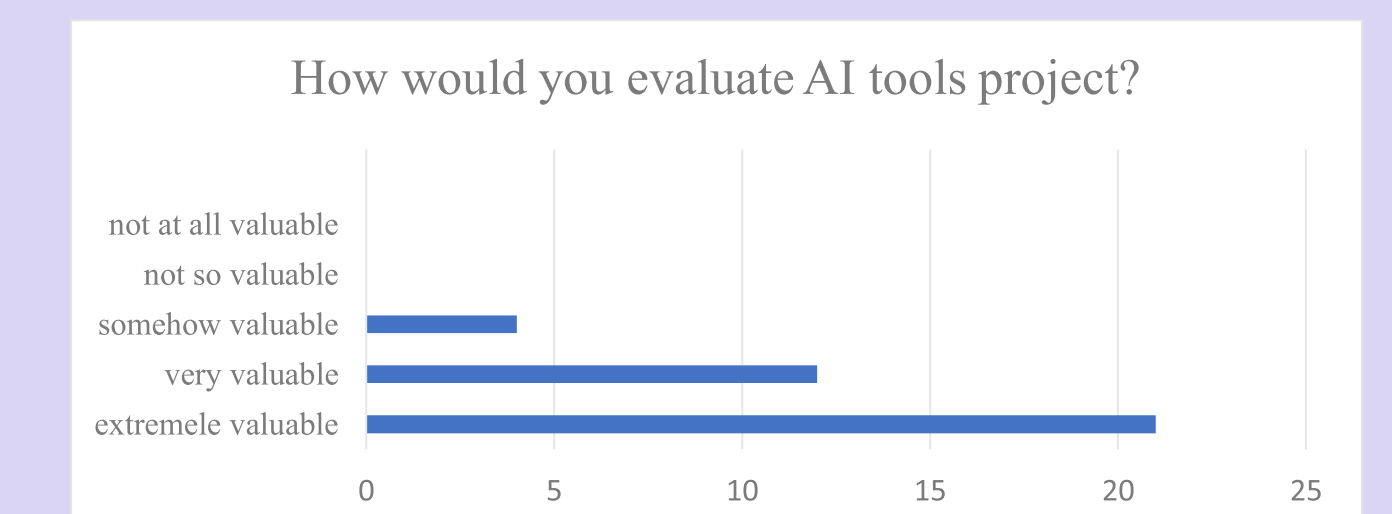- Video service (D-id), AI detector

ACTIVITY

TRAINING

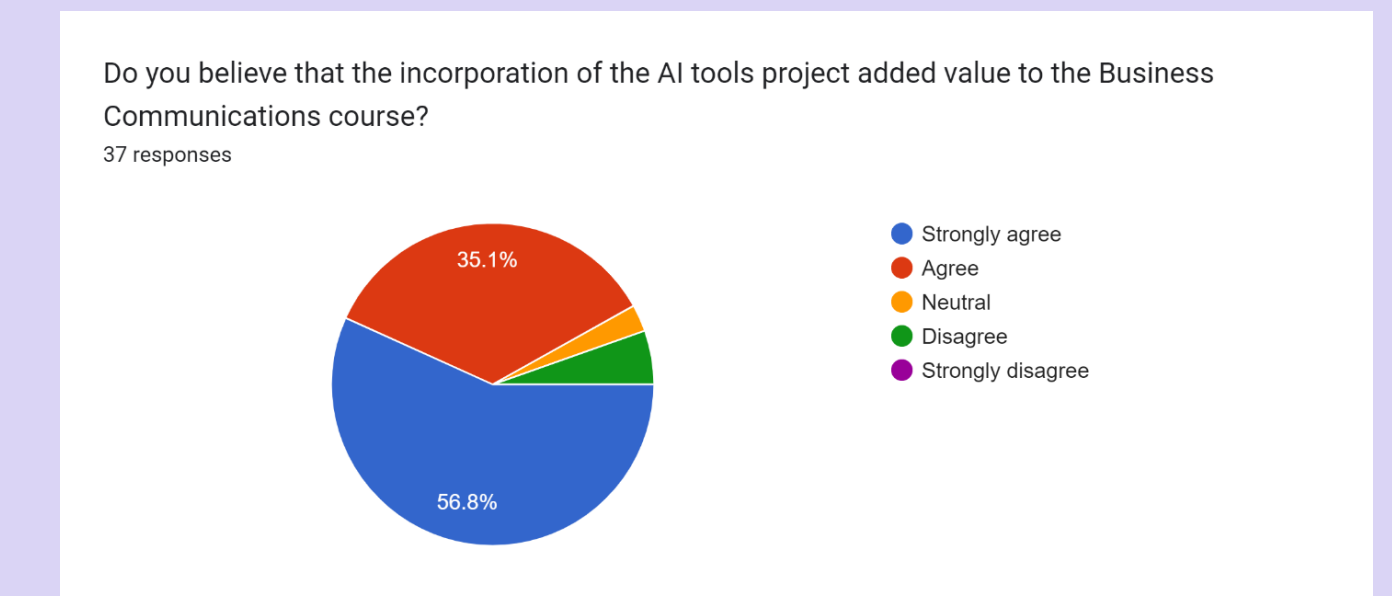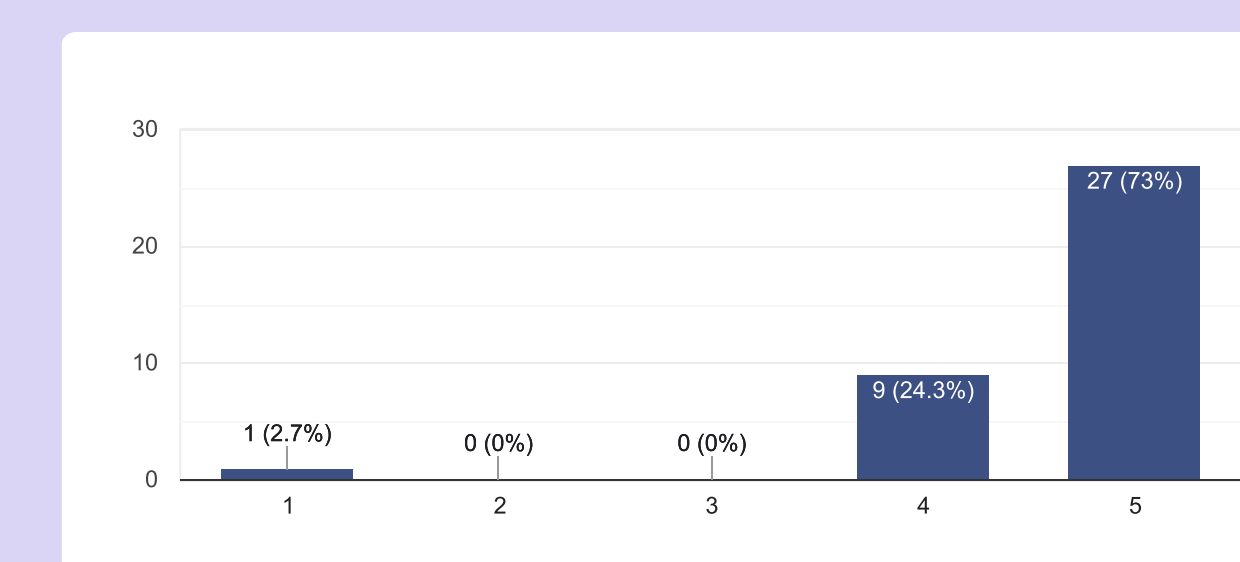## RESULTS

► Objectives of the project are reached; proved to be highly attainable
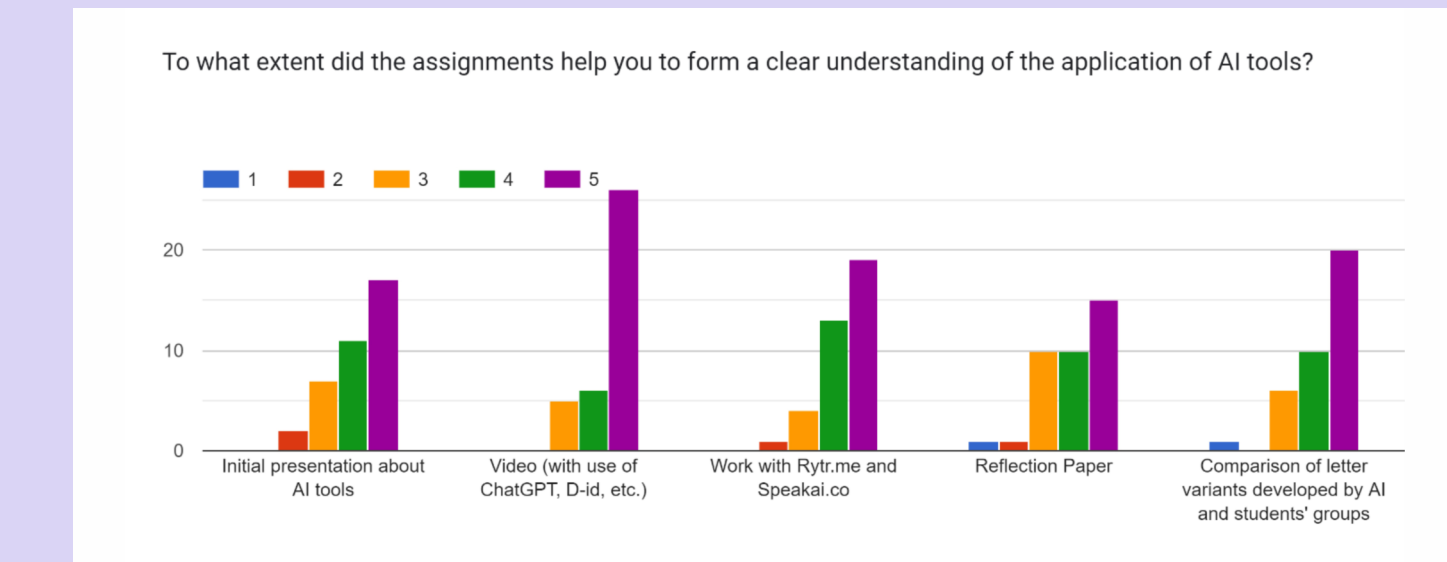The project received students' commendable evaluation

How would you evaluate AI tools project?

► Students believed AI tools project added significant value to BC course

Do you believe that the incorporation of the AI tools project added value to the Business Communications course?
37 responses

► Students acknowledged the importance of the introductory training conducted

► Students appreciated much working with various information format and modalities

To what extent did the assignments help you to form a clear understanding of the application of AI tools?

REFLECTION PAPER AND SURVEY

Reflection papers exhibited
► deep interest and complete immersion in the subject matter

Quotations from students' reflection papers:
"..that project was an amazing experience.."
".. the AI assignments that I was lucky to work on were mind-blowing and extremely interesting.."
"...I am very grateful to the course for this invaluable experience, which will be useful in my future life..."
"...it was a super cool experience that I have ever experienced..."

► Concluding survey revealed overall impression on the project and provided detailed evaluation

Quotations from the survey: what students liked most?
-"..I love how quickly professor incorporated AI tools learning into class syllabus..."
"..we "created" a person, who speaks and laughs!"
"..I like most the concept of AI tools ethics. We should ensure that these tools are used in a way that benefits society, rather than causing harm..."
"..I would like to participate in this project one more time!"
"..I have only positive comments about AI tools and overall Business Communication. Thank you, Professor!"

Dr. Natalia Korosteleva Korosteleva_n@auca.kg