Artificial Intelligence Policy
UBC Sauder School of Business

Purpose

This guide is designed to inform students how Generative Artificial Intelligence Tools (Gen AI) can be used by UBC Sauder students as they pursue their education. This guide is meant to supplement the Academic Misconduct information and policies noted in the UBC Calendar.

Scope

This policy applies to all learners enrolled in UBC Sauder courses. This includes students enrolled in both UBC Sauder undergraduate and graduate courses, including students enrolled in other programs completing courses offered by UBC Sauder.

Definitions

Generative Artificial Intelligence refers to artificial intelligence algorithms, systems, and tools that can edit, generate, create, and paraphrase text, images, sounds and videos in response to prompts/inputs from a user. Gen AI is unique from previous artificial intelligence tools as it uses complex math and immense datasets to review patterns in data to create new, original, and unique content. A commonly cited example of Gen AI is OpenAI's ChatGPT Model.

Unpermitted Use

Students should be aware that the following actions are considered to be clear violations of UBC's Academic Misconduct policies:

- Entering any Sauder-produced materials (including but not limited to: instructor-created materials such as assignment guidelines, rubrics, syllabi; assessment problems and solutions; practice multiple choice questions; task-based simulations; practice exam materials; templates; practice experience resources; instructor intellectual property) into any Gen AI and/or similar technologies
- Using Gen AI and/or similar technologies to complete unit quizzes
- Using Gen AI and/or similar technologies to complete examinations

Prohibited Vs. Permitted Policy

Instructors will clearly note in their syllabus whether Gen AI tools are prohibited or permitted for their course. More information on these policies are noted below:

- **Prohibited Policy**
  Instructors may choose a prohibited policy if they believe that students need to show basic skills and understanding in which Gen AI tools may bypass important learning, or if they are concerns that students may use Gen AI in unethical ways. Any detected use of Gen AI tools will be considered an academic integrity violation and will be investigated.
- **Permitted Policy**
  Instructors may choose to integrate or permit Gen AI tools to further engage students in their learning and to build skills. Students should be sure to retain all Gen AI prompts and responses and may be asked to provide these to their instructor. Students should also ensure that they are using Gen AI tools with ethics and integrity in mind, including using these tools according to their instructor's guidelines. Students with questions about permitted use of Gen AI tools should contact their instructor for clarification.

Student Reflections on Artificial Intelligence

Gen AI has a lot of potential to both expand and hinder student learning. When looking at an assignment that permits artificial intelligence, we encourage students to consider the following questions:

- What is the purpose of this assignment? What skills and knowledge am I demonstrating? Practicing? Building? How will I use these skills and knowledge in my future education? Career? Personal life?

- What types of artificial intelligence use would *hinder* my ability to gain, communicate, or demonstrate skills or knowledge? What would this look like? How could it impact my future?

- What types of artificial intelligence use would *help* my ability to gain, communicate. Or demonstrate skills or knowledge? What would this look like? How could it impact my future?

- What is the instructor saying? Consider their perspective. Consider the perspective of your peers.

Things to Consider When Using Gen AI

Misleading or Incorrect Information

Generative artificial intelligence commonly has issues presenting misleading or incorrect information. These may look like:

- May contain bias, inflammatory information, promote stereotypes
- May reference/cite sources that do not exist
- May create/present information that does not exist or that is not factual
- May not be able to understand or fully answer a prompt, resulting in inaccurate outputs

It is the responsibility of the user to verify any information provided by Gen AI tools. Students should employ critical thinking skills – do not assume the accuracy of Gen AI output.

Confidentiality and Intellectual Property

Confidential information and information protected by Canadian copyright law must not be entered into any generative AI tool. Examples of these types of information includes (but is not limited to):

- Confidential student information (names, student numbers, course information, experience reports, peer reviews, peer feedback, peer academic work, etc.)
- Feedback provided from instructors, advisors, consultants, university staff, etc.
- Instructor-created materials (instructor slides, problems, feedback guides, solutions, cases, multiple choice questions, eBooks, etc.)
- University-created materials (guidebooks, guidelines, policy, procedures, website content, etc.)
- Other university copyrighted materials

Inputting information into Gen AI tools may result in the sharing of this information with third parties, which may infringe corporate/legal rules and regulations, including intellectual property rights. This can result in enforcement action, including court actions and awarding of monetary compensation to the intellectual property holders.

Citation

Student who used Gen AI tools should be aware that these tools may plagiarize content and present it as original work. Students must be aware that they are accountable for any work that they submit, and submitting plagiarized work generated by Gen AI tools would be considered an academic integrity violation by the student.

Any information generated by Gen AI tools should be verified and referenced to the original source to confirm the authenticity and accuracy of generated material.

Plagiarism

Submitting unedited and/or uncited Gen AI output as student's original work will be considered plagiarism. Students are also expected to cite any Gen AI material in APA 7 citation style, including any citation guidelines provided by their instructor.

Appropriate Use of Gen AI

Below are some examples of appropriate use of Gen AI tools (when permitted by an instructor):

- **Initial Research**
  Using Gen AI tools as a research tool, in addition to a student's knowledge, critical thinking skills, and professional judgment.

- **Idea Refinement**
  Gen AI can assist with brainstorming, clarifying thoughts, and effectively structuring ideas. Students should always remember to evaluate, refine, and supplement outcomes with their own ideas, knowledge, and skills

- **Summarizing Content**
  Gen AI tools can assist when facing word limits in academic work, however, students should be aware that these tools may overlook important information when attempting to summarize.

- **Concept Clarification**
  If students are struggling with a course concept, Gen AI tools may be able to explain concepts in simpler/different ways in order to increase student understanding. It should be noted that these tools may lack expertise and accuracy and therefore this should only be considered a supplementary tool for students which does not supersede instructor and course materials.

- **Spelling and Grammar Checking**
  Gen AI tools can help to evaluate the spelling and grammar of student text and provide suggestions for improvements. However, we caution students against entering original text and asking Gen AI to re-write it on their behalf. Tools such as Grammarly can provide better support.

Review and Future Considerations

UBC Sauder School of Business will continue to monitor information and news regarding Generative AI tools, their application in academic settings, and may continue to update this policy from time to time. Students are encouraged to contact academicintegrityofficer@sauder.ubc.ca to provide suggestions, comments, and input on this policy.

This guide was adapted from:
Chartered Professional Accountants. (2023). *Academic integrity and the use of artificial intelligence (ai)*. https://www.cpawsb.ca/current-learners/learning-standards/academic-integrity/