

Market study on Generative AI activities at business schools

Bachelor/Master project module

Project content

Generative AI is driving change across the business landscape and the academic world, changing the way we approach teaching, learning, and research. To remain at the forefront, business schools worldwide are incorporating Generative AI into their curricula, with some even developing specialized programs and research centers.

In collaboration with Prof. Hartmann (Professorship of Digital Marketing, Campus Munich) and his team the TUM School of Management students will explore how leading academic institutions are integrating Generative AI into their programs and identify opportunities for the TUM School of Management to enhance its own offerings.

Project structure

- 1) *Landscape Assessment*: Identification and characterization of the Generative AI-focused programs in leading business schools, considering the content offered, the targeted audience, and the delivery method (e.g., Wharton's workshop-based approach, WHU's virtual ChatGPT bootcamp, Bocconi's thought-leadership virtual insight events, etc.)
- 2) *Clustering and Benchmarking*: Development of archetype offerings incl. evaluation of required capabilities for successful Generative AI education, and identification of opportunities for a unique TUM School of Management offering
- 3) *Visioning*: Based on TUM School of Management's unique strengths and capabilities (uniting management and technology), students will propose a vision for the integration of Generative AI into the curriculum. This could involve developing a distinctive offering, focusing on the TUM's ability to position itself along strategic control points in the academic and business world.

Prerequisites

A strong interest in Generative AI, strategic thinking, independent working, and interest in business education and technology

Timeline

3 months (full time) or 6 months (part time) starting September 1, 2023 or later (the sooner, the better)

Supervision

Goal-oriented guidance from team at the Professorship of Digital Marketing with regular touchpoints and progress updates

Application

Applications from teams of 2-4 people including a transcript, CV, and optional statement of interest submitted to yannick.exner@tum.de. Given the expected high volume of applications, we encourage you to apply early. For further details on the supervision of project studies at the Professorship of Digital Marketing see:

<https://www.msl.mgt.tum.de/dm/lehre/projektstudien/>.