Charter on the use of generative AI for ICN Business School students in learning, research and professional development

These guidelines focus on the use of generative AI by students. They align with ICN's general policy on generative AI as well as the guidelines for research.

ICN Business School is committed to the responsible integration of AI learning settings. Our comprehensive Guidelines and Policies for Using AI serve as a cornerstone, ensuring that the incorporation of this transformative technology aligns with our core values of academic integrity, innovation, and ethical conduct. These guidelines are designed to empower our students, fostering an environment where AI is used as a tool for enhancing learning outcomes, and maintaining our leadership in the ever-evolving educational landscape.

PURPOSE AND SCOPE

The purpose of this AI charter is to establish a comprehensive framework guiding the responsible and ethical use of generative AI technologies by any student enrolled at ICN business School. This AI charter corresponds with the ICN Business School (ICNBS) ethical code for research and the French charter for Research Integrity signed by ICN. The AI charter aims to foster an environment of integrity, transparency, and respect for privacy and data protection in all AI-related endeavors. This charter applies to all students ensuring that everyone is aligned with the school's ethical standards for AI.

DEFINITION OF GENERATIVE AI IN BUSINESS ACADEMIA[1]

Generative AI refers to a class of artificial intelligence technologies designed to generate new content, data, or information that mimics real-world examples without being direct copies. These systems learn from a vast amount of training data to understand patterns, structures, and correlations within available data. They then use this understanding to produce original outputs across various forms, such as text, images, music, voice, and even code, which resemble human-generated content.

BENEFITS AND APPLICATIONS IN EDUCATION AND RESEARCH

Generative AI at ICN Business School offers several key benefits that can directly enhance student learning experiences. ICN encourages students to experiment with emerging AI tools when applicable, allowing them to challenge the tools and associated biases. This helps them develop a deep, critical understanding of AI's capabilities and limitations.

For ICN Business School, the integration of generative AI is not just about harnessing its analytical power. It is also an opportunity to instill a deep understanding of the ethical, bias, and governance issues surrounding AI technology. ICN Business School ensures that all students are aware of these critical aspects, preparing future leaders to navigate the complex ethical landscape of an AI-driven business world thoughtfully and responsibly.

[1] Goodfellow, I., Bengio, Y., & Courville, A. (2016). *Deep learning*. MIT press. ; Goodfellow, I., Pouget-Abadie, J., Mirza, M., Xu, B., Warde-Farley, D., Ozair, S., ... & Bengio, Y. (2014). Generative adversarial nets. *Advances in neural information processing systems*, *27*.

CONCERNS IN GENERATIVE AI TECHNOLOGIES

Generative AI offers significant benefits but also raises important concerns that require careful management. Here are the key issues to consider:

Ethical use and academic integrity: Generative AI raises concerns about plagiarism, authorship, and creativity by generating essays, reports, and research data. It also complicates intellectual property rights in academic work, including research papers and student projects.

Research integrity: If AI-generated data or analysis is not properly disclosed, the authenticity of research findings may be questioned.

Data privacy: Protecting students' and research subjects' sensitive information is essential in education. Generative AI, which relies on large datasets, may unintentionally expose personal data.

Bias and fairness: Generative AI tools can be biased and, if poorly managed, may generate skewed research results or learning materials that reinforce stereotypes.

Misinformation: It is a risk in academic settings when generative AI creates or spreads false yet plausible content, potentially undermining educational objectives.

Security concerns: Generative AI can be misused for cheating, hacking, or spreading misinformation. Safeguarding academic systems and ensuring ethical AI use is essential to prevent misuse.

POLICY ON THE UTILISATION OF GENERATIVE AI TOOLS

The integration of generative AI technologies at ICN Business School is designed to enhance the learning experience. This integration is permissible, provided there is strict adherence to the specified guidelines and policies set forth by the institution.

Fundamental principles

Although ICN Business School encourages the integration of Generative AI, students must adhere to a set of core principles that ensure the integrity and reliability of their assignments. The following principles are designed not only to guide the responsible use of AI but also to uphold the values that define our institution.

Transparency: Clear documentation and disclosure of generative AI tools are essential for academic integrity. All models, methodologies, and customizations should be recorded, and students must explicitly acknowledge AI resources in their work.

Scientific rigour: Ethical and deontological principles must be upheld in research to ensure that generative AI does not compromise scientific integrity. These technologies should be used under human supervision, with results verified and AI-generated content critically evaluated for relevance, accuracy, and validity. Copyright and intellectual property rights must be respected, and responsibility for academic work remains with its authors.

Data and privacy protection: The use of artificial intelligence must strictly comply with confidentiality and data protection standards. In addition, the security and anonymity of sensitive or personal information must be guaranteed, regardless of AI's application. Informed consent must be obtained from all research participants if their data is used. Any violation of these principles jeopardizes data privacy and will result in disciplinary action.

Disclosure of AI tool usage in all academic documents

The disclosure of AI tool ensures a clear distinction between human contributions and those of AI. Transparent disclosure reduces the risk of misattribution, upholds authorship integrity, and appropriately acknowledges AI's collaborative role in research.

When using AI tools for learning, research, or professional development, students must provide sufficient details to clarify AI's role and ensure accessibility to the same tools or datasets. The requirement to cite AI assistance depends on the context and academic or publishing guidelines. Basic grammar and spell checks typically do not require citation, but advanced AI involvement in content generation or structural editing may need disclosure to maintain transparency and uphold authorship integrity.

When citing AI tools in research, students must specify the tool's contributions and their level of interaction with it. An AI citation must include:

— The name of the AI tool or system.
— The version or release date, if applicable, to indicate the specific iteration used.
— The name of the organization responsible for developing the AI tool.
— The URL where the tool can be accessed or where additional information is available.

In the text, footnote, or appendix, students must describe how AI was used, specifying its role in data analysis, content generation, or other processes. They must clearly address the following points:

— Clearly explain how AI was used (e.g., generating initial drafts, analyzing data, etc.).
— Specify the type of content the AI provided (e.g., factual data, creative content, etc.).
— Indicate whether AI-generated outputs were used as-is or modified.
— If the AI's contributions were edited or revised, describe the extent of these changes and the rationale behind them.
— If applicable, clarify whether direct interactions with AI are included and how they are presented.

NONCOMPLIANCE

ICN Business School prohibits any use of generative AI that violates the above-mentioned policy on the utilization of generative AI tools. Violations of these policies will be reviewed by the disciplinary commission and will result in severe disciplinary actions, which may include warnings or reprimands, suspension of AI tool access, academic penalties such as nullification of grades or invalidation of research work, legal action in cases where laws are broken, and exclusion up to permanent exclusion from ICN Business School for severe or repeated offenses.

ANNUAL REVIEW

Generative AI is a rapidly developing area and will become more established over time. Therefore, these guidelines and policies will be reviewed annually, and adapted as circumstances necessitate.