



MACKENZIE PRESBYTERIAN UNIVERSITY

Social and Applied Sciences Centre

Graduate Program in Business Management

TEACHING PLAN

Graduate Program: Business Management								
Course: <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate								
Discipline: Artificial Intelligence for Research		Discipline code: ENST54988						
Professor: Fellipe Silva Martins/ Gilberto Perez		DRT: 1168235/1120707						
Workload: 32h	Credits: 2	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective						
Syllabus: <p>This course introduces management students to the practical applications of artificial intelligence in academic research using no-code tools. We begin with an overview of AI and large language models (LLMs), emphasizing their ethical use. Students will explore AI-powered tools for literature review, discovery, and gap identification, as well as for hypothesis development, academic writing, and visual notetaking through mind mapping. Use of AI tools will be iterated with discussion of theoretical and methodological nature. By the end of the course, students will submit a project demonstrating their application of AI-driven LLM-based no-code solutions in research.</p> <ul style="list-style-type: none">• Explore and apply AI-powered no-code tools for various research tasks, including literature review, hypothesis development, and academic writing.• Critically assess the ethical implications of AI use in academic research, ensuring responsible and transparent application.• Integrate AI tools into their research workflow, demonstrating efficiency and effectiveness in knowledge discovery and synthesis.• Develop and submit a final project showcasing the practical use of AI-driven no-code solutions in their area of study.								
Assessment Criteria: <table><tr><td>Class participation</td><td>25%</td></tr><tr><td>Weekly assignment</td><td>25%</td></tr><tr><td>Research proposal</td><td>50%</td></tr></table>			Class participation	25%	Weekly assignment	25%	Research proposal	50%
Class participation	25%							
Weekly assignment	25%							
Research proposal	50%							



Bibliography:

- Ciechanowski, L., Jemielniak, D., & Gloor, P. A. (2020). TUTORIAL: AI research without coding: The art of fighting without fighting: Data science for qualitative researchers. *Journal of Business Research*, 117, 322-330.
- Franco, D., Viegas, L. E., & Röhe, A. (2023). Guia Ético para a Inteligência Artificial Generativa no Ensino Superior. *TECCOGS: Revista Digital de Tecnologias Cognitivas*, (28), 108-117.
- Hagendorff, T. (2020). The ethics of AI ethics: An evaluation of guidelines. *Minds and machines*, 30(1), 99-120.
- Jobin, A., Ienca, M., & Vayena, E. (2019). The global landscape of AI ethics guidelines. *Nature machine intelligence*, 1(9), 389-399.
- Mishra, P., Oster, N., & Henriksen, D. (2024). Generative AI, Teacher Knowledge and Educational Research: Bridging Short-and Long-Term Perspectives. *TechTrends*, 68(2), 205-210.
- Munn, L. (2023). The uselessness of AI ethics. *AI and Ethics*, 3(3), 869-877.
- Ou, A. W., Khuder, B., Franzetti, S., & Negretti, R. (2024). Conceptualising and cultivating Critical GAI Literacy in doctoral academic writing. *Journal of Second Language Writing*, 66, 101156.
- Rathinasabapathy, G., Swetha, R., & Veeranjanyulu, K. (2023). Emerging artificial intelligence tools useful for researchers, scientists and librarians. *Indian Journal of Information Library & Society*, 36(3-4), 163-172.
- Sampaio, C. R., Sabbatini, M., Limongi, R. (2024). Diretrizes para o uso ético e responsável da Inteligência Artificial Generativa - um guia prático para pesquisadores. São Paulo : Sociedade Brasileira de Estudos Interdisciplinares da Comunicação.
- Sharma, R., Gulati, S., Kaur, A., Sinhababu, A., & Chakravarty, R. (2022). Research discovery and visualization using ResearchRabbit: A use case of AI in libraries. *COLLNET Journal of Scientometrics and Information Management*, 16(2), 215-237.
- Sido, N., & Emon, E. A. (2024). Low/No Code Development and Generative AI. Thesis report in Electronic Systems, Aalborg University, Copenhagen.,
- Sundberg, L., & Holmström, J. (2023). Democratizing artificial intelligence: How no-code AI can leverage machine learning operations. *Business Horizons*, 66(6), 777-788.