

# **The Impact of Artificial Intelligence (AI) on Master of Business Administration (MBA) Programs**

**Dr. Bob Barrett**

American Public University/Web School of Business

## **Abstract**

While technology is ever-changing in the fields of education and business, there is yet another growing area of technology that has gained more market attention, namely, the influence of Artificial Intelligence (AI) and a variety of AI tools that require educators, administrators, and other professionals to focus on their new roles and functions as facilitators of this growing segment of technology. One key area that has gained considerable attention is the use of ChatGPT. Specifically, the role and function of today's educator has changed in both the online and Face-to-Face (F2F) live classroom environments with the use of these new AI tools. Consequently, today's MBA educators need to adapt to the changes in their roles and functions as facilitators of AI and how to use it both ethically, legally, and responsibly in coursework and to prepare students for future usage of various AI tools/technology in the classroom, as well as preparing them for their future career pathway. Finally, an emphasis on how universities are incorporating AI courses and concentrations in their programs to better equip their MBA students for future career mobility and flexibility.

**Keywords:** technology, ChatGPT, online learning, research ethics, best practices