# Coaching The Future: Ai, Experiential Learning, And Ethics in Business Education

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## Abstract

A 2025 American Association of Colleges and Universities study finds that most higher-education leaders anticipate major pedagogical shifts with the rise of AI, yet many institutions lag in adoption. This study explores how the role of business-school instructors is evolving and how educators can prepare students for an AI-augmented workforce. Using Vygotsky's Zone of Proximal Development and the revised Bloom's Taxonomy, we employ an action-research approach integrating AI in both technically oriented (Finance) and conceptually oriented (Marketing) courses. In Advertising and Promotion, students used Runway AI to co-create digital content, developing creative confidence through collaboration. In Finance, students used ChatGPT to clarify technical concepts, finding it effective for foundational but not advanced learning. Across cases, AI repositions instructors as coaches who guide inquiry, ethical reasoning, and applied skill development. The paper proposes a three-dimensional framework for the instructor's emerging role—as coach, connector, and ethical guide—essential to shaping responsible, future-ready graduates in business education.

**Keywords:** AI Integration; Business Education; Ethics; Experiential Learning; Instructor as Coach