

College of Business Administration (COBA)

Student Policy for the Use of Artificial Intelligence (AI)

Draft Version 1.4 | Effective for all COBA students, and students taking COBA-hosted courses.

Read this policy before you use any AI tool for coursework, learning or assessment activity. It tells you what counts as acceptable use, what is prohibited, how you must disclose AI use, and what you remain responsible for. You are bound by it the moment you enroll in a COBA course or take part in a COBA learning activity.

1. Responsible AI use as an important Business Competency

COBA believes that responsible use of artificial intelligence is now essential for business professionals. In addition to understanding the limits and risks of AI, students should develop the skills to use AI ethically, critically, and effectively in support of human judgment and decision-making. Consistent with Marquette University's mission and guidance on generative AI, the purpose of this policy is not only to safeguard academic integrity, but also to help students develop the knowledge and professional habits needed to use AI responsibly in their academic and professional lives.

2. Purpose and Scope

This policy governs how students in the Marquette University College of Business Administration (COBA) may use generative artificial intelligence (AI) tools in their coursework, learning or assessment activity. Employers increasingly expect business graduates to work skillfully with AI to *augment their thinking*. COBA intends for you to build that skill — but never at the cost of your own learning or your integrity. This policy defines exactly where the line sits.

This policy applies to every COBA student in every COBA course and to all graded and ungraded coursework, including assignments, projects, quizzes, exams, and presentations. This policy operates within, and is subordinate to, all Marquette University policies, including the **Marquette University Honor Code** and the University's Generative AI guidelines. Where a university policy or an individual instructor sets a stricter standard, that stricter standard takes precedence.

3. Core Principle: You Are Always the Author (Human-in-the-Loop)

A human, i.e., you, must remain in control at every stage of your work. AI may assist you only where this policy and your instructor permits it. You must direct the tool, critically review everything it produces, and make every final decision yourself. A simple test for you to consider, if using AI would let you skip the learning that the assignment was built to produce, it is prohibited.

Work that is generated, decided, or completed by AI without your own independent judgment is not your work and does not satisfy this policy. If you cannot explain your submission and defend it without the tool, you have used AI improperly.

4. Definitions and Acceptable Use

Key terms

Generative AI. Any tool that produces text, code, images, audio, data, or other content in response to a prompt, for example, ChatGPT, Microsoft Copilot, Gemini, Claude, and similar systems.

Approved tools. AI tools that Marquette has cleared for use with university-related material. For COBA students, the currently approved enterprise tools are **Microsoft Copilot (Premium) and Microsoft 365 Copilot**, which do not feed your data back into the underlying model for training. Consult the University's AI Tools List for the current approved set and any use restrictions.

Acceptable use. Use of AI that supports your learning, is permitted by your instructor for that specific assignment, and results in work that genuinely reflects your *own* understanding.

Acceptable uses (only when your instructor allows AI for that assignment)

- Brainstorming ideas, framing, and possible directions before you begin.
- Generating an outline or structuring an argument that you then write yourself.
- Acting as a study tutor to help explain course materials and concepts.
- Creating practice questions to prepare for quizzes and exams.
- Summarizing your own notes or publicly available, properly cited material.
- Improving the clarity of writing you have already authored, without letting the tool substantially rewrite it for you.

Every acceptable use above is conditional. It is acceptable **only** when both of the following are true: (1) your instructor permits AI for that specific assignment, and (2) your instructor has determined that the final work reflects your own understanding, voice, and effort.

5. Statement on Academic Integrity

As a Marquette student, you have committed to the University Honor Code: *"I recognize the importance of personal integrity in all aspects of life and work. I commit myself to truthfulness, honor, and responsibility ... I commit myself to uphold the highest standards of academic integrity."*

AI does not change this commitment; it *raises the stakes* of it. Presenting AI-generated work as your own is a misrepresentation of authorship and effort, and it is a violation of the Honor Code whether the work was "good," and whether or not you edited it afterwards.

Disguising AI use, using AI to avoid citing a source, or using AI to give or receive unauthorized help all breach the same commitment. Integrity here means that your submitted work is honestly

attributable to you, that you can stand behind it, and that you have been transparent about how it was produced.

6. When AI Is Allowed and When It Is Prohibited

The governing rule is simple: **AI is permitted only when your instructor expressly allows it for that specific assignment.** If the syllabus or assignment is silent, then AI is not allowed and ask your instructor in writing before using it.

Three rules that always apply

1. Default to off. No statement permitting AI means AI is not permitted for that work.
2. Permission does not transfer. Approval for use of AI on one assignment, or in one course, never extends to another assignment or course.
3. Assessments are closed unless stated otherwise. Do not use AI during quizzes or exams unless your instructor has expressly permitted it in writing; otherwise, it is an unauthorized aid.

Generally acceptable — with instructor approval	Prohibited — in all COBA coursework
✓ Brainstorming ideas, angles, and topics before you begin. ✓ Generating outlines or structuring your own argument. ✓ Explaining difficult concepts and acting as a study tutor. ✓ Creating practice questions to prepare for quizzes and exams. ✓ Summarizing your own notes or publicly available material. ✓ Checking and improving the clarity of writing you authored.	✗ Submitting AI-generated text, code, or solutions as your own. ✗ Lightly editing AI output and claiming it as your work. ✗ Using AI on any assignment, quiz, or exam where the instructor has not allowed it. ✗ Sharing AI-generated answers with classmates or using them to give or receive unauthorized help. ✗ Using AI to paraphrase a source so you can avoid citing it. ✗ Entering confidential, personal, or copyrighted material into an AI tool.

When in doubt, do not use the tool until you have confirmed with your instructor in writing.

7. Mandatory Disclosure of AI Use

If you use AI on any submitted work, in any way that this policy permits, you **must disclose it**. Undisclosed AI use is treated as unauthorized use and is handled as an academic integrity violation, even if the underlying use would otherwise have been allowed.

What your disclosure must include

- A short AI-use statement attached to the submission (or placed wherever your instructor directs).
- The name of the tool or tools you used (for example, Microsoft 365 Copilot).
- What you used it for, in plain terms (for example, “generated an initial outline,” “created practice questions,” “checked grammar of my own draft”).
- Proper citation of any AI-assisted content, following your instructor’s citation expectations and Marquette’s generative AI citation guides.

Example disclosure: *“I used Microsoft 365 Copilot to brainstorm topic ideas and to generate practice questions for review. All analysis, writing, and conclusions in this submission are my own.”*

If your instructor requires a specific disclosure format, follow it. If they do not specify one, use the elements above.

8. Your Accountability

You remain **100% accountable** for the accuracy, ethical sourcing, and final content of any work you submit, regardless of whether an AI tool was involved. Using AI never reduces, shares, or shifts this responsibility.

This means you are responsible for:

- **Accuracy:** AI tools routinely produce confident, incorrect, or fabricated information. Verify every fact, figure, citation, and source against trusted references before you rely on it.
- **Ethical sourcing:** you must not submit copyrighted, plagiarized, or improperly attributed material, and you must not use AI to obscure where ideas or sources came from.
- **Bias and harm:** you are expected to identify and correct biased, misleading, or harmful output before using it.
- **Final output:** the work you submit is your work. Errors, fabrications, or integrity problems introduced by an AI tool are your responsibility, not the tool’s.

9. Data Privacy and Tool Safety

Protect yourself and others when using AI:

- Do not enter sensitive, personal, confidential, or protected information, yours or anyone else’s into an AI tool.
- Do not enter another person’s identifiable information, and do not upload copyrighted material you are not authorized to share.
- Use Marquette-approved tools (Microsoft Copilot Premium and Microsoft 365 Copilot) for any university-related work, because they protect your data from being used to train external models.

If you are also a student employee, consult your supervisor before using any university data with AI, and follow Marquette's data sensitivity levels and approved-tools guidance.

10. Violations and Consequences

Violations of this policy — including submitting AI work as your own, using AI without permission, failing to disclose AI use, or entering protected data into a tool — are addressed as academic integrity violations under the Marquette University Honor Code and the College's academic conduct procedures. Consequences range from a reduced or failing grade on the work to formal disciplinary action, depending on the severity and circumstances.

11. When You Are Unsure, Ask

This policy cannot anticipate every situation. When you are unsure whether or how you may use AI, the responsible step is to ask before you act — not to assume.

- Your instructor is the first and final authority on AI use in their course.
- Raynor Library offers consultations on emerging technologies, including AI and large language models.
- TechSquad can help with access to approved AI tools.
- Marquette's student AI guidance, tool list, and citation guides are available on the University's Generative AI for Students site.

This is a living document and will be updated as University policy, approved tools, and College practice evolve. The current version always governs.