Harnessing AI to Democratise Enterprise Education

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Embedding AI into the PGCert Enterprise Skills

At UWTSD, we’re not just integrating AI into our enterprise education – we’re revolutionizing it! The realm of enterprise is continually evolving, and with the advent of Artificial Intelligence (AI), the game has truly changed.

At IICED, we recognize the monumental shift AI brings and have seamlessly integrated it into our PGCert in Enterprise course hosted on the university’s Moodle platform. This move isn’t just about using cutting-edge technology; it’s about equipping our students with tools to navigate tomorrow.

Here’s a closer look at how we’re forging this new path the artisans, academics, activists, and advocates of course will be using on our course:
From Questions to AI Knowledge Base: The AI’s foundation is rooted in the very queries collated by Vevox. These are not simply archived; they form the lifeblood of our chatbot. In a collaborative environment, students critically reflect on these questions, brainstorming and refining suitable answers. By directly feeding these into the chatbot’s knowledge base, students actively shape the AI’s subsequent responses, making it a relevant and timely resource tailored exactly to the cohort’s needs.

Empowering Through ‘No-Code’ Interaction with an AI chatbot: In the PGCert class, we’ve ensured that every student, irrespective of their technical acumen, feels empowered to interact with AI. Using a user-friendly ‘no-code’ interface, students can modify, refine, and even challenge the chatbot’s responses. This dynamic interaction fosters a deep understanding of AI’s potential and its limitations.

Multimedia Enhancement: To bridge any comprehension gaps and offer an immersive experience, we’ve incorporated an instructional video. This tutorial elucidates how our chatbot works, offering students and delivery team a behind-the-scenes look at the tech driving this intervention.

https://uwtsd.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=9675c8e2-6ce1-48b7-ab34-b02f00f81366

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Reflective Practice with the AI: Our chatbot isn’t a one-way communication tool. As students pose questions and receive answers, they’re encouraged to critically assess the information, reflect on its relevance, and even question its accuracy. This iterative feedback loop ensures the chatbot remains a dynamic part of the learning process, evolving with the students’ growing understanding.
AI Beyond Language Barriers: Our commitment to inclusivity and cultural identity shines through with our chatbot’s bilingual capabilities. Tailored to function in both English and Welsh, our AI platform embodies our dedication to embracing Wales’s rich linguistic heritage. Believed to be the first Welsh speaking chatbot on the planet, this not only extends learning access to Welsh speakers but also champions cultural inclusivity within the technology realm.

Grant-Accolades: Recognizing Our Innovation Beyond Academia: Our groundbreaking approach hasn’t gone unnoticed. The prestigious Higher Education Funding Council for Wales (HEFCW) has awarded us a significant grant (£270K), validating our efforts, and proving the model’s potential for wide-scale adoption. This accolade is more than just monetary support – it’s an endorsement of our unique, innovative approach.

Furthermore, our success in winning the grant was not just a testament to our project’s viability, but also an embodiment of our course’s teachings in action. The application process, reflective of our course content, showcased our team’s capability to think critically, innovatively, and most importantly entrepreneurially.
Collaboration with South Wales FE: As part of our ongoing commitment to broadening access to innovative educational tools, we’ve embarked on an exciting syndication venture with our Further Education (FE) partners. Currently the chatbot is supporting students at Neath Porth Talbot and Pembrokeshire College with more to follow.

It should be said that this collaboration isn’t just about sharing a tool; it’s about passing on a legacy. The chatbot, echoing the voices and queries of our university cohort, now assists FE students, bridging the transition between secondary and tertiary education. It’s a testament to the potential of our students’ insights, which are shaping and enriching the learning journeys of future generations in the FE sector.

Glimpsing the Future: Beyond the Pilot Phase: We’re proud of our current successes, but our eyes are set firmly on the horizon. A second grant, won from Innovate UK (£50K) in partnership with Swansea developer CDSM is further testament to our innovation and our ambitions to further accelerate our program. While we continue to pioneer our current AI advancements, this upcoming support promises to unlock even more potential within the enterprise education landscape.

Synergies for the Future: We’re not stopping at AI. Ideas are brewing, like integrating a Crowdfunding App, that would further cement our stance as frontrunners in enterprise education. Collaborations, both within and beyond UWTSD, promise to amplify our efforts and bring even more groundbreaking innovations to the fore.
Conclusion:

The UWTSD PGCert class offers a prime example of how modern technology can enhance traditional pedagogical methods.

Our mission at the International Institute for Creative Entrepreneurial Development (IICED) is clear: break down barriers, democratize technology, and prepare creative enterprise students for a future dominated by AI. Our team, spearheaded by stalwarts like Professor Kath Penaluna, Dr. Felicity Healey-Benson, and Hazel Israel, stands testament to our commitment.

This is just one example of how we’ve seamlessly integrated AI to provide a holistic learning experience there are more to follow! Please feel free to reach out to the team if you have any questions.

Paul Ranson’s career is a testament to the fusion of entrepreneurship, innovation, and education. With over 40 years of experience developing video games and more recently to academia, Paul’s recent venture has led him to design groundbreaking asynchronous content at the University. This project’s significance was further accentuated when he secured a £270K HEFCW grant, and even more recently a £50K Innovate UK grant to channel the potential of AI for an engaging delivery of material. Today, Paul seamlessly marries Entrepreneurial Education, deeply rooted in Welsh culture, with his extensive entrepreneurial video game heritage, promising an engaging and transformative learning experiences for all UWTSD students.