

Business Student's perception on the use of Artificial Intelligence in Higher Education

Artificial Intelligence (AI) is taking the world by storm. Higher education is not immune to this phenomenon and has its many challenges in embracing AI. Much has been written lately concerning the typical application of AI in higher education, as well as in the classroom itself. The purpose of this paper is to gather information from students to examine their perspective on AI, as well as their current usage. Surveys were administered in business classes at a small public university located in the Southeastern region of the United States. Students were asked specifically concerning their familiarity with ChatGPT. The results of the study will be used to help faculty better understand exactly what students currently know about the use of AI and how, and if, they are currently using AI in their coursework, as well as their leisure life. The authors expect most students to be knowledgeable of how they can use AI to benefit them in their courses.