AACSB Insights: Reinventing Teamwork - AI in the Business Classroom

June 16, 2025



Paulo Goes, Dean and Debra and Rick Rees Professor of Business, contributed an article to AACSB Insights on incorporating AI into business education. Through its recently announced partnership with collaborative AI platform BoodleBox, Goes said the Freeman School is teaching students how to use AI not simply as a tool to perform rote tasks, but as a value-added partner, fostering real-time collaboration and critical thinking.

> “As AI's capabilities grow, the line between human decision-making and AI-driven analysis is becoming more blurred. Instead of working in the background on narrowly defined tasks, AI is now taking part in group

discussions, influencing decisions, and interacting with teams in real time. This shift raises a new question: How should businesses structure collaboration when some of the contributors aren’t human?”

To read the article in its entirety, visit aacsb.org:

https://www.aacsb.edu/insights/articles/2025/06/reinventing-teamwork-ai-in-the-business-classroom