FITCHBURG STATE UNIVERSITY

School of GRADUATE, ONLINE AND CONTINUING EDUCATION

New Graduate Course Proposal Form

SGOCE Office Use Only
Academic Year: 2026-2027
SGOCE#: 2

Document Description

This document serves as the official collaborative template for faculty and departments to propose new graduate-level courses. This workflow replaces the previous Dynamic Forms process to ensure full compliance with ADA accessibility guidelines. By utilizing Google Docs, we provide a universally accessible, screen-reader-friendly environment where the Graduate Curriculum Committee and Department Chairs can collaboratively draft, edit, and review course details.

Instructions for Completing this form

1. **Rename this Google Doc** using this naming convention: New Graduate Course Proposal Form_[**SIMION_MG**]
2. **Complete the form** and be sure to **share a link to an accessible version of your syllabus** as required. (Note: Please ensure your syllabus sharing settings are set to “anyone with the link” to view.
3. **Share the completed form with Denise Bertrand** dbertra3@fitchburgstate.edu via the Share button, ensuring the 'Notify people' box is checked." Please click on the “Share” button not the drop down arrow and change the General Access to “anyone with the link”.

Course Identification

Program Name: (**MBA IN ARTIFICIAL INTELLIGENCE**)

Full Course Title: (**Human Workforce in the Age of Robots**)

Proposed Banner Abbreviation: (**Human Workforce Age of Robots**)
(Banner limit of 30 characters, including punctuation, spaces, and special characters)

Discipline Prefix(es): (**MGMT**)

Level of Course: (**9000**) (ex. 7000, 8000, 9000)

Department & Committee Information

Requestor Name: (**Marian Gh. Simion**)
(The main contact person for the Graduate Curriculum Committee should fill out this form.)

Members of the Graduate Curriculum Committee:
Beverley Hollingsworth (MBA Program Chairperson)
Nabi Ebrahimi
Gary Farr
Ralph Fasano
Renee Scapparone
Denise Simion (Graduate Curriculum Committee, Chairperson)
Marian Simion
Brian Webb

Department / Unit Developing:

Business Administration

Department Chair: ()

Program Chair: (**Beverley Hollingsworth**)

Is the Program Chair for this request among the people listed above? (***YES***)

Graduate Program: (**MBA in Artificial Intelligence**)

Course Catalog Details

Number of Credits: (**3 THREE**)

Course Description: (This course focuses on the benefits and risks of AI across business functions such as HR, customer service, marketing, R&D, IT, operations, and finance, with special attention to bias, hallucinations, privacy, cost, and job displacement. Graduates leave prepared to decide where AI adds value, where human judgment must remain.)

Replacement for (Course # / Name): (**N/A**)

Prerequisite course(s): (**NONE**)

Additional Requirements/Restrictions (**NONE**)

Course Schedule Type: Lecture, Practicum, Capstone, Studio, etc. (**ONLINE**)

Is this course repeatable? If yes, # of times: ()

Course Rationale and Additional Details

Brief rationale if more than one prefix: (Type rationale here)

Brief rationale for level choice: (Type rationale here)

Course Objectives: (1) *Evaluate AI's Benefits Across Business Functions*: Students will analyze how AI improves efficiency, analytics, personalization, speed, scalability, and quality in human resources, customer service, marketing and sales, research and development, administration and IT support, production and operations, and accounting and finance. (2) *Identify and Weigh Function-Specific Risks*: Students will assess the risks that AI introduces in each business function, including algorithmic bias, hallucinations and fabricated data, privacy and security threats, compliance and legal exposure, loss of human touch and empathy, workforce anxiety and job displacement, and unpredictable agentic behavior. (3) *Balance Value, Cost, and Human Judgment*: Students will determine when AI adoption is justified by weighing its benefits against implementation costs, maintenance overhead, and legacy transitions, and will propose safeguards that preserve human oversight, accountability, and trust in each function.

Rationale and Expected Outcomes: (Type rationale here)

Student Learning Outcomes: (By the end of this course, students will be able to:

1. Evaluate the benefits of AI in human resources, such as task automation, onboarding, talent acquisition, and performance tracking, against risks such as algorithmic bias, employee distrust, loss of human touch, and privacy concerns.

2. Assess how AI improves customer service efficiency, availability, and accuracy, while identifying operational and relational risks such as weak emotional intelligence, hallucinated information, customer frustration, and compliance gaps.

3. Analyze how AI strengthens marketing and sales through analytics, personalization, and content creation, and weigh these gains against privacy, compliance, data security, implementation costs, and the loss of human empathy.

4. Appraise the role of AI in research and development, from accelerated literature review to analytics, and recognize the dangers of bias, fabricated data, hallucinations, weak accountability, and human cognitive surrender.

5. Examine how AI improves administration and IT support in terms of speed, scalability, and threat detection, then manage its drawbacks such as maintenance overhead, unpredictable agentic behavior, hidden costs, privacy and compliance.

6. Judge the impact of AI on production and operations, including supply chains, transportation, quality, and productivity, while accounting for investment demands, legacy system transitions, data security, job displacement, and workforce anxiety.

7. Explore critical insights about the use of AI in accounting and finance on automation, error reduction, and fraud detection, and propose safeguards on privacy, algorithmic bias, hallucinations, implementation costs, auditing and accountability.)

Course Classification: (REQUIRED FOR PROGRAM CONCENTRATION)
(Note: if required, a Program Proposal must also be submitted)

Notes: (Type notes here)

Impact:

Is there a similar undergraduate course? (***NO***)

Does this course affect offerings in any other department/program? (***NO***)

Enrollment & Scheduling

Expected Average Enrollment: (30- 45)

Has the course been offered previously as a "Topics" course? (***NO***)

Is this an Extended Campus Course? (***No***)

First Semester Offered: (**FALL 2027**)

Frequency of Offering: (Type frequency here)

Course Requirements

Laboratory Hours: (Type hours here)

Fieldwork Hours: (Type hours here)

Pre-Practicum Hours: (Type hours here)

Practicum Hours: (Type hours here)

Other: (Type details here)

Syllabus

New Course Syllabus:
(Insert a link to your syllabus Google Doc here. *Please be sure the syllabus is accessible or use the ADA Compliant Graduate Course Syllabus Template)*

See Syllabus

Approvals & Signatures *By typing your name below, you are electronically signing this document.*

Requester:
Name: *Marian Gh. Simion* **Date:** *10/28/2026*

(Once signed, share the link with Denise Bertrand)

Department Chair:
Name:*Type your signature here* **Date:** *MM/DD/YYYY*

(Once signed, share the link with Denise Bertrand)

Academic Dean:
Name: Mahmoud Al-Odeh **Date:** *10/29/2026*

(Once signed, share the link with Denise Bertrand)

SGOCE Dean:
Name: *Type your signature here* **Date:** *MM/DD/YYYY*

(Once signed, share the link with Denise Bertrand)

(Signature below indicates Graduate Council review and approval)

Graduate Council Chair:

Name: _____

Signature:_____ Date:_____
(Wet Signatures Required)

President:

Name: _____

Signature:_____ Date:_____
(Wet Signatures Required)

Notifications (Office Use Only)

SGOCE Dean Initials: _____
Date:_____Reviewed by the Registrar: _____
Date:_____