

Event Details	
Event Type	Workshop
Topic	Academic Writing and Generative AI
Date	2024-09-27 to 2024-09-27
Mode	Offline
Venue	105, Martin Luther Block, Chitkara Business School
Organizer Name	Dr. Monika Gupta, Department of SCM & General Management
Resource Person	Dr. Monika Gupta Associate Professor, Dr. Manuj Madan Assistant Professor
No. of Participants	20
SDG No	SDG 4: Quality Education, SDG 17: Partnership for the Goals

Objective:

1. To teach BBA students essential academic writing techniques, focusing on structuring arguments and avoiding common pitfalls.
2. To introduce and demonstrate the use of generative AI tools, such as ChatGPT, for enhancing content quality in academic writing.
3. To encourage ethical discussions surrounding AI usage in academic and professional communication.

Description:

The 'Academic Writing and Generative AI' workshop, held on September 27, 2024, provided BBA students in Aviation Management and Logistics & Supply Chain Management with key insights into effective academic writing techniques and the role of AI in enhancing these skills. The session covered structuring arguments, avoiding common writing pitfalls, and leveraging AI tools like Chat GPT for generating quality content, followed by grammar checks, clarity, and plagiarism prevention. Students practised writing on industry-relevant topics, explored ethical concerns surrounding AI in writing, and participated in discussions on integrating AI into professional communication under the able guidance of Dr Monika Gupta and Dr Manuj Madan, Conveners of the Academic Writing Committee, and Dr. Neeraj Anand, Dean-SCM and General Management. Ms. Trishleen Kaur of BBA, Aviation Management from 2024-27 Batch won the first prize. Other prize winners were also duly honored.

Outcomes:

1. Students gained practical skills in organising and presenting coherent academic arguments.
2. They effectively applied AI tools to improve their writing's clarity, grammar, and originality.
3. Students developed an understanding of ethical considerations in using AI for academic purposes.



Dr. Neeraj Anand with Speakers and Team (26.09.2024)



Honouring the Winners(26.09.2024)



Felicitation Ceremony (26.09.2024)



Speakers with students and other Faculty members (26.09.2024)