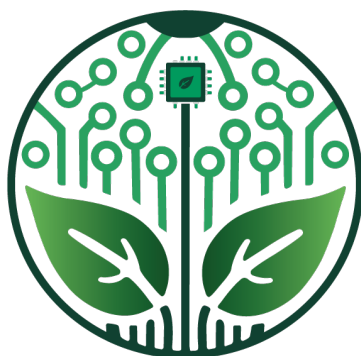




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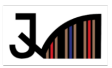


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LESSON PLAN

ETHICAL AND RESPONSIBLE USE OF AI IN BUSINESS

 <p>QUADRAT HAK x HLW Bundeshandelsakademie Wolfsberg Austria</p>	 <p>KOCATEPE - DARICA İÇİMLİ MİLLÎ EĞİTİM MÜDÜRLÜĞÜ Darica İlçe Milli Eğitim Müdürlüğü Turkey</p>	 <p>CAMPUS 02 FACHHOCHSCHULE DER WIRTSCHAFT Campus 02 Fachhochschule der Wirtschaft GmbH Austria</p>	 <p>ΔΙΕΥΘΥΝΣΗ ΔΕΥΤΕΡΙΑΣ ΕΚΠΑΙΔΕΥΣΗΣ ΚΕΦΑΛΛΙΝΙΑΣ Directorate of Secondary Education of Kefallinia Greece</p>	 <p>JV Jaunpiebalgas vidusskola Latvia</p>	 <p>succesos criativos Sucessos Criativos, Lda Portugal</p>	 <p>ЛК Sredno obshchobrazovatelno uchilishte Lyuben Karavelov Bulgaria</p>
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KOCAELİ - DARICA
İLÇE MİLLÎ EĞİTİM MÜDÜRLÜĞÜ

Hatice Tunç

Disclaimer



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1. TITLE

ETHICAL AND RESPONSIBLE USE OF AI IN BUSINESS – LESSON PLAN

2. GRADE LEVEL

- ☐ ISCED Level 3 – Upper Secondary Education (ages 15–18)

3. SUBJECT AREA

- ☐ Economics
- ☐ Computer Science
- ☐ Technology and Design
- ☐ Social Studies
- ☐ Languages

4. TYPE

- ☐ Lesson Plan

5. DURATION

- ☐ 2 x 40-minute classes

6. LEARNING OBJECTIVES

- O1 – Explain what ethical and responsible AI means in a business context.
- O2 – Identify ethical risks of AI in business (bias, privacy, transparency, sustainability).
- O3 – Analyze real-world business scenarios involving AI and evaluate them ethically.
- O4 – Propose responsible AI practices aligned with sustainability and social responsibility.



7. Key Competences Developed

- Literacy
- Multilingual competence
- Digital competence
- Personal, social and learning to learn competence
- Citizenship competence
- Entrepreneurship competence
- Cultural awareness and expression competence

8. Prior Knowledge / Prerequisites

Basic understanding of Artificial Intelligence (e.g., AI examples such as chatbots, recommendation systems)

Basic knowledge of business concepts (companies, customers, decision-making)

9. Lesson/Project Outline

Phase 1 – Introduction (Engage & Contextualize)

Activities:

Teacher introduces AI usage in business (marketing, hiring, finance, customer service).

Short discussion:

“Would you trust AI to decide who gets a job or a loan? Why or why not?”

Brainstorm ethical concerns on the board (privacy, fairness, job loss, transparency).

Expected Output:

Class mind map of ethical concerns related to AI in business.

Supporting Media:

Introductory presentation



Short video on AI in business (2–3 minutes)

<https://www.youtube.com/watch?v=EloaEs1Rxyo>

Resource (name)	Link (to the folder on Teams)

Phase 2 – Exploration (Investigate & Compare)

Activities:

Students work in small groups.

Each group receives a case study:

AI in recruitment

AI in targeted advertising

AI in credit scoring

Students analyze:

Benefits of AI

Ethical risks

Who is affected?

Expected Output:

Completed case study analysis sheet.

Supporting Media:

Case study handouts

Ethical AI principles summary sheet

Resource (name)	Link (to the folder on Teams)



Phase 3 – Application (Hands-On Practice)

Resource (name)	Link (to the folder on Teams)

Activities:

Groups design a “Responsible AI Business Policy” for their case.

They must include:

Fairness

Transparency

Data protection

Environmental impact (AI-GREENER focus)

Expected Output:

One-page Responsible AI Policy (poster or document).

Resource (name)	Link (to the folder on Teams)

Phase 4 – Reflection & Consolidation (Present & Connect)

Activities:

Group presentations (3 minutes each).

Peer feedback using a reflection form.

Individual reflection question:

“How can ethical AI contribute to sustainable and responsible business?”



Expected Output:

Oral presentation

Completed reflection form

Resource (name)	Link (to the folder on Teams)

10. Assessment Criteria

Assessment Methods:

Quiz (knowledge and understanding)

Worksheet (case analysis)

Group Responsible AI Policy

Self-reflection form

Criteria:

Understanding of ethical AI concepts

Ability to identify ethical risks

Quality of proposed responsible solutions

Participation and collaboration

Resource (name)	Link (to the folder on Teams)
Ethical AI Quiz Teams/Assessment/Quiz	
Worksheet – Ethical AI Analysis Teams/Assessment/Worksheet	
Reflection Form Teams/Assessment/Reflection	



11. Teaching Materials

Name	Type (Developed/Existing)	Link	Role in the lesson

12. External Resources and References

Resource (name)	Link (external or to the folder on Teams)
Resource (name) Link	
OECD AI Principles https://oecd.ai	
EU Ethics Guidelines for Trustworthy AI	https://digital- strategy.ec.europa.eu
World Economic Forum – AI Ethics	https://www.weforum.org