

Datenkontrollblatt zur Veranstaltung:

10581030 Seminar: Research Seminar (Bachelor) - Wintersemester 2025/2026

Grunddaten:			
Nummer:	10581030	Titel:	Seminar: Research Seminar (Bachelor)
Kurztext:	12-RES	Langtext:	
Kurzkomentar:		Eindeutige Bezeichnung:	
Organisationseinheit:	Lehrstuhl für Betriebswirtschaftslehre, Unternehmensgründung und Unternehmensführung	Sprache:	
Veranstaltungsart:	Seminar	Angebotsfrequenz:	in jedem Semester
Credits:		SWS:	2.00

Studiengänge/Prüfungsordnungen:

Bachelor (180 ECTS) Wirtschaftswissenschaft - 2015
 Bachelor (180 ECTS) Wirtschaftsmathematik - 2015
 Bachelor (180 ECTS) Wirtschaftsinformatik - 2015
 Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015
 Bachelor (180 ECTS) Wirtschaftsinformatik - 2016
 Bachelor (180 ECTS) Wirtschaftsmathematik - 2017
 Bachelor (180 ECTS) Wirtschaftsinformatik - 2019
 Bachelor (60 ECTS) Wirtschaftswissenschaft - 2019
 Bachelor (180 ECTS) Wirtschaftswissenschaft - 2019
 Bachelor (180 ECTS) Wirtschaftsinformatik - 2020
 Master (120 ECTS) China Business and Economics - 2021
 Bachelor (180 ECTS) Wirtschaftswissenschaft - 2021
 Bachelor (60 ECTS) Wirtschaftswissenschaft - 2021
 Bachelor (180 ECTS) Wirtschaftsmathematik - 2021
 Bachelor (180 ECTS) Wirtschaftsinformatik - 2021
 Bachelor (180 ECTS) Wirtschaftsmathematik - 2022
 Bachelor (60 ECTS) Wirtschaftswissenschaft - 2023
 Bachelor (180 ECTS) Wirtschaftswissenschaft - 2023
 Bachelor (180 ECTS) Wirtschaftsmathematik - 2023
 Bachelor (180 ECTS) Wirtschaftsinformatik - 2023
 Bachelor (180 ECTS) Digital Business & Data Science - 2024
 Bachelor (60 ECTS) Wirtschaftswissenschaft - 2024
 Bachelor (180 ECTS) Wirtschaftswissenschaft - 2024
 Bachelor (180 ECTS) Wirtschaftsmathematik - 2024
 Bachelor (180 ECTS) Wirtschaftsinformatik - 2024
 Bachelor (180 ECTS) Wirtschaftsmathematik - 2025
 Master (120 ECTS) China Business and Economics - 2025

Modulzuordnung:

110221	12-RES-192-m01	Research Seminar
130895	12-RES-211-m01	Seminar: Research Seminar
142168	12-RES-242-m01	Seminar: Research Seminar

Zeitraum in dem Studierende die Veranstaltung belegen können:

W-Allgemeine Belegung 4ZZ (manuelle Verteilung); von 01.10.2025 bis 31.03.2026

Weitere Details:

Inhalte:	Research Seminar "Artificial Intelligence and the Future of University Education" The rise of artificial intelligence seems to challenge the nature, maybe even existence, of countless aspects of our daily lives. University education is no exception. For instance, do we still need to teach writing academic manuscripts, if generative AI only needs (or seems to need) an adequate prompt to do so? While the debate about how to integrate AI is still ongoing, a snapshot of the current state and further information on the backgrounds of learning and education can help develop a more profound understanding of the future role of tertiary education in times of AI. In this seminar, you will illuminate particular questions in this domain. Your essays will be framed in theory at the individual and/or organizational level. The seminar will deepen your understanding of the impact of technological innovation on human and organizational behavior. <i>Topics</i> (1) What is the classical role of university education? (2) How do human beings learn? (3) How does generative artificial intelligence produce academic manuscripts? (4) How does the use of artificial intelligence affect individual learning? (5) How do current applications of artificial intelligence support or hinder individual learning? Students can propose own topics in the kickoff meeting.
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Lernziele:	Educational aims • Understand the role of technological innovation on human and organizational behavior • Understand theoretical concepts related to individual learning • Critically appraise alternative approaches to using technological innovation • Evaluate the boundaries and risks of technological innovation Learning outcomes On successful completion of this module you will be able to: • Make judgements about the organizational and managerial design of technological innovation • Assess the role of technological innovation for individuals and organizations • Systematically choose between different routes of action • Create and evaluate concepts related to technological innovation
Literatur:	Reiter, L., Jörling, M., Fuchs, C., & Böhm, R. (2025). Student (Mis)Use of Generative AI Tools for University-Related Tasks. <i>International Journal of Human-Computer Interaction</i>, 1–14. https://doi.org/10.1080/10447318.2025.2462083 Rui Sun, & Xuefei “Nancy” Deng. (2025). Using Generative AI to Enhance Experiential Learning: An Exploratory Study of ChatGPT Use by University Students. <i>Journal of Information Systems Education</i>, 36(1), 53–64. https://doi.org/10.62273/ZLUM4022 Xue, M., Cao, X., Feng, X., Gu, B., & Zhang, Y. (2022). Is College Education Less Necessary with AI? Evidence from Firm-Level Labor Structure Changes. <i>Journal of Management Information Systems</i>, 39(3), 865–905. https://doi.org/10.1080/07421222.2022.2096542 Zhao, H., & Min, Q. (2024). Exploring continued usage of an AI teaching assistant among university students: A temporal distance perspective. <i>Information & Management</i>, 61(6), N.PAG. https://doi.org/10.1016/j.im.2024.104012 Participants are expected to search for additional literature on EBSCO and other literature databases. It is recommended to focus on high-quality journal publications, typically journals ranked A or B per VHB-Rating 2024.
Zwingende Voraussetzung:	Prerequisites None.
Empfohlene Voraussetzung:	Application Please apply via the official Studiendekanat process for bachelor seminar applications. WueCampus Accepted supervisees will be automatically enrolled to a WueCampus room with further information. Language English or German Schedule TBA: Kick-off meeting and assignment of topics 7th January 2026 (23:55): Latest submission of essays via WueCampus (if unavailable, and only then, via email to bw18@uni-wuerzburg.de) 13th January 2026 (13:00, venue TBA): Final presentations Selected topics Topics will be presented during the kick-off meeting. Students can propose own topics. Late submission policy Late submissions have to be handled according to ASPO 2015 §21(4). Essentially, this means that a late essay or presentation will be marked as a fail unless the student can provide evidence that he or she was not responsible for the late submission. Mnemocis (module can be credited as) 12-RES

Zu erbringende Prüfungsleistung:	Essay (66%) – 10-15 A4 pages Presentation (34%) – 5-minute presentation per student plus Q&A The assessment criteria for the essay are (all criteria carry equal marks): (1) Clarity and rigor: How clear are the aims and objectives of the research? Do the conclusions relate to these aims and objectives and contain evidence from the findings? Does the review of literature help to inform the way that the findings have been evaluated? Have relevant research methods been used to obtain the data? (2) Critical analysis: What insights and reflections are drawn about the academic literature and from the research? (3) Relevance and practicality: Has the issue been addressed? Is there a workable outcome? (4) Originality: Has the research been carried out in a creative way? Have new ideas or new ways of exploring problems been used? What new concepts emerge from the work? (5) Presentation: Is the essay clearly structured, without formal flaws, typos and grammar mistakes? The assessment criteria for the presentation are (all criteria carry equal weights): (1) Quality of slides: the degree to which the layout and content of your slides support your presentation (2) Quality of presentation: the extent to which you are able to make the main points of your presentation understood (3) Quality of addressing the research question: the degree to which you have answered the main questions in the presentation (4) Presentation style: the extent of your shown verbal and non-verbal (e.g., body language) presentation skills (5) Quality of responses to questions: the degree to which you answer questions in the Q&A part
Zu erbringende Studienleistung:	Credits 5 ECTS (2 SWS) Work load Self-study: 150 hours Total: 150 hours (5 ECTS á 30 hours)

Datenkontrollblatt zur Veranstaltung:

10581030 Seminar: Research Seminar (Bachelor) - Wintersemester 2025/2026
(Semesterabhängige Veranstaltung)

Research Seminar "Artificial Intelligence and the Future of University Education" (1. Parallelgruppe) - Wintersemester 2025/2026

Semesterwochenstunden: 2, findet statt

Verantwortliche Dozenten: Walter, Sascha; Klein, Anna-Maria

Wochentag:	von:	bis:	Akad.Zeit:	Rhythmus:	Startdatum:	Enddatum:	Raum:	Gebäude:	Durchführende Personen:
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