

# ESCP Business School

## Global Position on Generative AI

### Our vision

ESCP embraces Generative AI (GenAI) as a transformative force in education, operations, and institutional development. Used responsibly, it can enhance learning, support innovation, and strengthen our academic community. We aim to build AI literacy across all roles—faculty, students, and staff—while upholding integrity, ethics, and human-centred values.

At the same time, we recognise GenAI's environmental and social impact. ESCP is committed to embedding sustainability into our approach by promoting mindful, frugal, and purpose-driven use of digital technologies.

### 1. Principles for the use of GenAI at ESCP

**Empowerment through guidance:** We aim to provide all members of our community with the tools and knowledge to use GenAI responsibly and effectively.

**Respect for autonomy and expertise:** Each team, whether academic or professional, can determine how best to integrate GenAI into their practices, aligned with their goals and responsibilities.

**Transparency and accountability:** GenAI use should be clearly communicated, particularly when it impacts learning, assessment, data processing, or decision-making processes.

**Privacy and security:** We encourage the use of approved, secure platforms such as the School's institutional ChatGPT Edu account to ensure data protection. Generative AI tools must not be used to process personal, confidential, or sensitive data unless explicit safeguards are in place. Before using any tool, users must verify data handling settings (e.g., disabling data training or history storage). Public or non-vetted AI tools should not be used to process student names, assignment content, or internal datasets.

**Sustainability and responsible digital behaviour:** At ESCP, we promote a conscious and sustainable use of GenAI, in line with our environmental commitments. As a community, we encourage selecting AI tools and practices that minimise energy consumption where possible but also understanding the environmental impact of cloud computing and digital interactions.

### 2. Governance and Responsibilities

#### At the institutional level

ESCP promotes the ethical and constructive use of GenAI across all departments.

We are committed to aligning with the European Union's AI Act<sup>1</sup>, ensuring our practices comply with evolving legal standards and reinforce trust in AI-enabled education and administration.

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<sup>1</sup> For more information, refer to the official text of the EU Artificial Intelligence Act (Regulation (EU) 2024/1689): <https://eur-lex.europa.eu/eli/reg/2024/1689/oj/eng>

We are committed to supporting experimentation, pilot projects, and responsible innovation.

Resources and training are offered to support both academic and administrative teams.

ESCP recognises that certain uses of AI fall into higher-risk categories as defined by the European Union's AI Act. The School adopts a risk-based approach, distinguishing between:

- Unacceptable risk – Prohibited uses such as behavioural manipulation, social scoring, or remote biometric surveillance.
- High risk – Uses requiring strict human oversight, documentation, and risk assessment. This includes AI in student selection, grading, or academic evaluation.
- Limited risk – Uses such as generative chatbots, which must be transparently disclosed to users.
- Minimal risk – Everyday uses like writing assistance, where general good practices are encouraged.

ESCP prohibits any use of AI to autonomously assign grades, select applicants, or influence academic progression without human review and validation.

### **In academic programmes**

While course-level instructors determine how GenAI may be used in assessments, programmes provide oversight to ensure alignment with accreditation standards and overall learning goals. Policies, whether restricting, selectively allowing, or fully integrating GenAI, must be clearly communicated to students.

All uses of generative AI that affect individuals—such as feedback, assessment, recommendation, or decision-making—must remain under full human oversight. AI must never be the final decision-maker in any educational or administrative process. Faculty and staff remain individually accountable for reviewing and validating all outputs produced or assisted by AI tools.

### **In individual courses**

Faculty determine how GenAI is used in their teaching. Course syllabi must state what is permitted and ensure consistency with programme policies.

Faculty are encouraged to refer to the "Using GenAI in Teaching" course and "Faculty Guide" for specific guidance.

### **Among students**

Students must check what is authorised in each course and follow the rules. Misuse of GenAI is treated as academic misconduct.

Where GenAI use is allowed, students may need to acknowledge and reference its use, as clearly stated by the programme, or faculty.

### **Across support services**

Colleagues in administrative roles are encouraged to explore how GenAI can improve services and enhance productivity.

Any use of GenAI must comply with GDPR, internal data handling policies, and ESCP's ethical standards.

Teams should document and review their GenAI use cases, especially when these tools are part of external-facing or decision-support activities.

All teams using GenAI tools must maintain a clear record of use cases, including:

- The AI tool used (name, version, provider)
- Purpose and pedagogical or administrative context
- Prompt templates, if applicable
- Human validation steps

This documentation ensures traceability, facilitates internal audits, and strengthens institutional compliance with regulatory standards.

### 3. Resources and support

**For faculty:** “Using GenAI in Teaching” course, “Using GenAI in Research” course, and “Faculty Guide” all accessible on BlackBoard. Frequent workshops and training are organised.

**For students:** Refer to the school “Guidelines of the use of GenAI” which outlines authorised and prohibited uses. The course “GenAI in Business and in my Studies” is mandatory to complete to maintain access to your ESCP ChatGPT Edu licence.

**For staff:** Short training videos are available on Blackboard to help staff use GenAI responsibly. Additional sessions can be requested through the *plan de formation*. Templates and disclosure forms are also provided to support consistent practice.

### 4. Looking ahead

GenAI is evolving rapidly, and ESCP will regularly review its position in consultation with academic stakeholders. Faculty, students, and staff are invited to shape this process through workshops, pilots, and feedback.

We are also investing in AI tools that support our sustainability goals, aiming to align innovation with environmental responsibility and lead by example in building a resilient, equitable digital future.

For more information please review **ESCP’s Charter For The Use Of AI**.