

AI in Education Workshop

NORTHWESTERN | KELLOGG

Welcome! · Kellogg School of Management · July 9–10, 2026

TODAY · THURSDAY, JULY 9

- 12:00–12:30** Welcome & lunch
- 12:30–1:30** Speed Talks: State of AI in Education across Universities · Sébastien Martin
- 2:00–3:00** Paper + Results & Publication Strategy · Rob Bray
- 3:30–5:00** AI in Teaching Lab · Sébastien Martin
- 5:30–6:30** Group Discussion 1: Innovating with AI in the Classroom · Jun Li
- 7:00** Conference dinner at The Barn Steakhouse

You are here

Global Hub, Room 4101. All sessions in this room, with coffee breaks in between.

Dinner, 7:00 PM

The Barn Steakhouse · 1016 Church St, Evanston (entrance in the rear alley).

Tomorrow

Breakfast from 8:30 AM · sessions 9:00–12:30 · lunch & farewell, done by 1:00 PM.

Speed Talks

Short, informal updates from each school on the state of AI in education.

AI in Education Workshop

Kellogg School of Management

Thursday, July 9, 2026 · 12:30–1:30 PM

SPEED TALKS

Today's speakers

Christian Blanco

OHIO STATE

Mi Kyong Wilson

OHIO STATE

Pnina Feldman

UVA DARDEN

Arthur Delarue

UVA DARDEN

Zonghao Yang

STEVENS

Wenchang Zhang

INDIANA KELLEY

Ben Collier

CARNEGIE MELLON

Ken Moon

CORNELL

Blair Flicker

SOUTH CAROLINA

Minje Park

HKU

Jun Li

MICHIGAN

Rob Bray

NORTHWESTERN

AI in Teaching Lab

A live tour of AI in my teaching, and of the computer agents that build it.

Sébastien Martin

Associate Professor of Operations · Northwestern Kellogg
AI in Education Workshop · July 9, 2026 · 3:30–5:00 PM



SLIDES & MATERIALS
sebastienmartin.info/p/kaihw.html

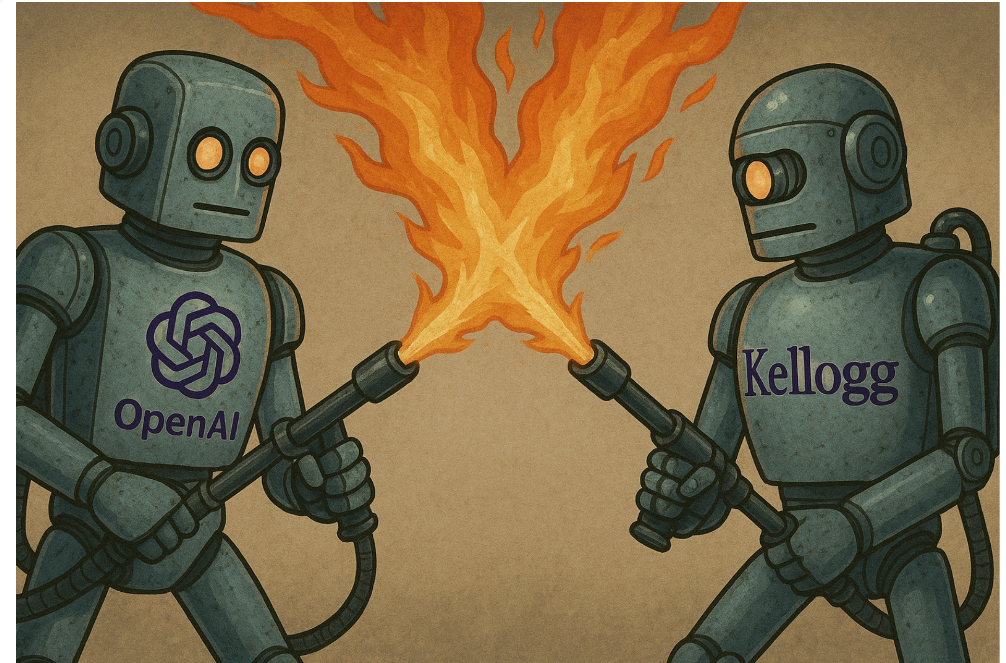
INTRODUCTION

Navigating a technology disruption



Damage control

The new technology hurts our old way of doing things, and we try to work around it.



Build something new

Or we use that same technology to do things we could never do before.

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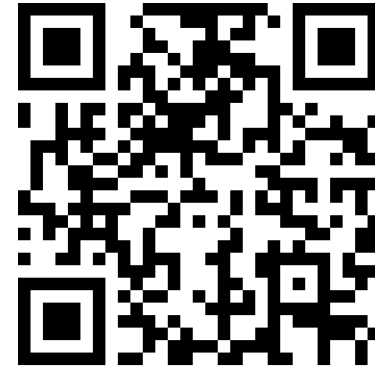
Student-facing AI

What my students see: an AI tutor in every course, and cases they can talk to.

Using an AI tutor

Kai, Kellogg's AI TA

- 24/7 Q&A on the course material.
- **AI homework:** interactive, personalized assignments, hard to plagiarize by design.
- Reports back to the instructor: misconceptions, engagement, who is lost.

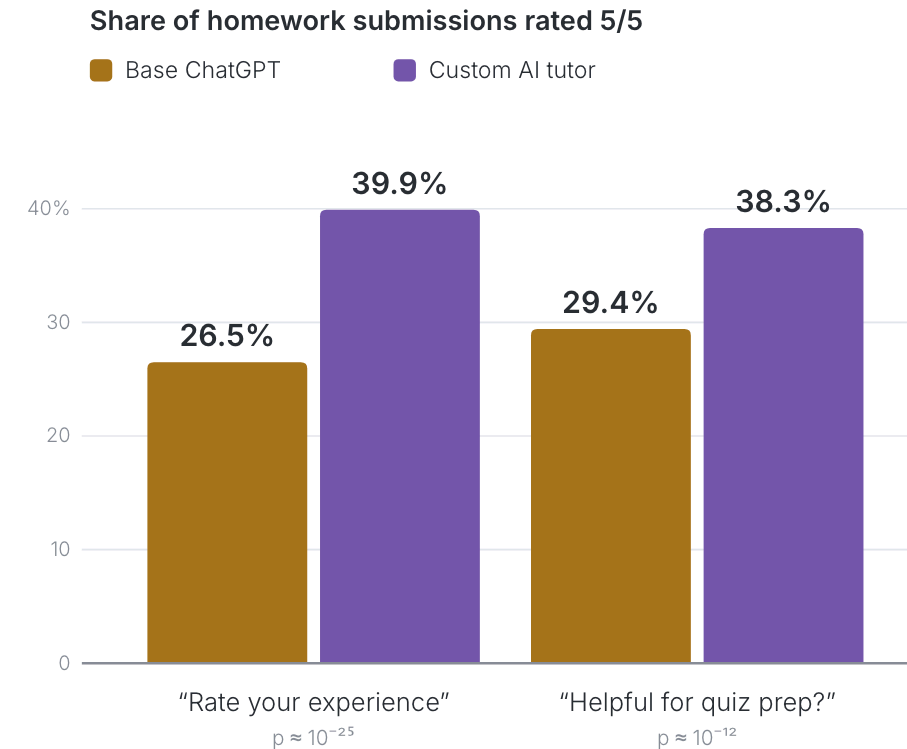


Try the real week-2 homework
yourself

Does AI homework work? A mini-RCT

The experiment

- Fall 2024: 19 MBA homeworks, randomized per student: **custom AI tutor** vs. **base ChatGPT** (same GPT-4o, same problems).
139 students, ~27k questions answered.
- Students **prefer** the AI tutor, and more so on harder assignments.
- Honest nulls: quiz scores, time spent, completion **unchanged**.



AI homework increases student satisfaction, Bray & Martin (major revision at INFORMS Transactions on Education).

LIVE DEMO

AI cases you can talk to

THE WALL STREET JOURNAL. AI Is Teaching the Next Generation of M.B.A.s the Classic Case Study

Business students at Northwestern aren't using AI to shortcut their way through assignments. It's helping them problem-solve real strategic challenges

By [Lindsay Ellis](#) [Follow](#)

Nov. 1, 2025 12:00 pm ET



[wsj.com/tech/ai/...the-classic-case-study](https://www.wsj.com/tech/ai/...the-classic-case-study)

Students interview the characters of a real case. The QR opens the article and a live demo anyone can try.

What AI adds to a case

It adapts

To each student and each goal. An international student can ask what a US school district is; another dives straight in.

It feels real

Students practice the human side: communication, personalities, pressure.

Ask the right question

Real problems have no guidebook. Students learn to figure out what they need to know, and how to get it.

The tutor is built in

Characters can share data, software, or documents, and walk students through them.

Better as AI improves

Voice is already arriving. Every model upgrade makes the characters, and the case, better.

Empower the instructor

Building and changing even complex simulations is easy now. You stay in control.

PROFESSOR-FACING AI

Professor-facing AI

My latest experiments.

AI homework needs AI evaluation

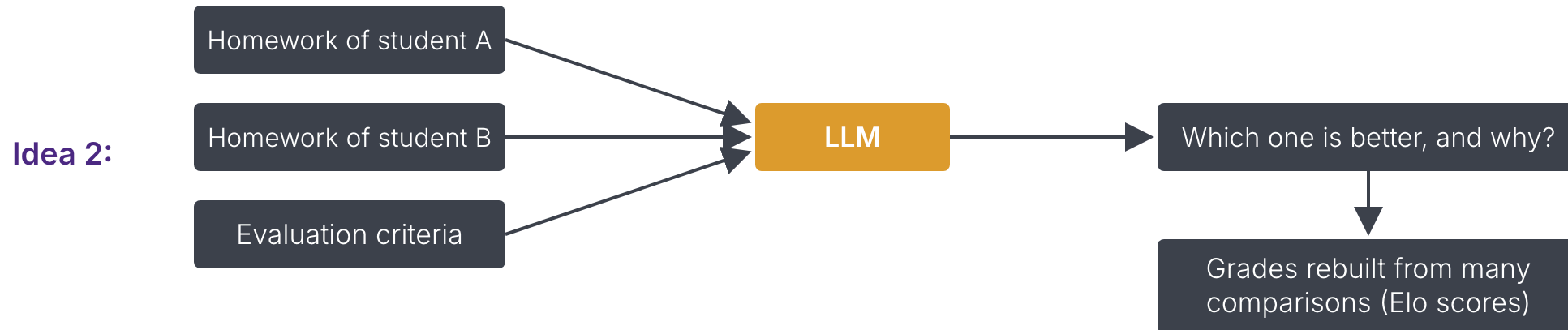
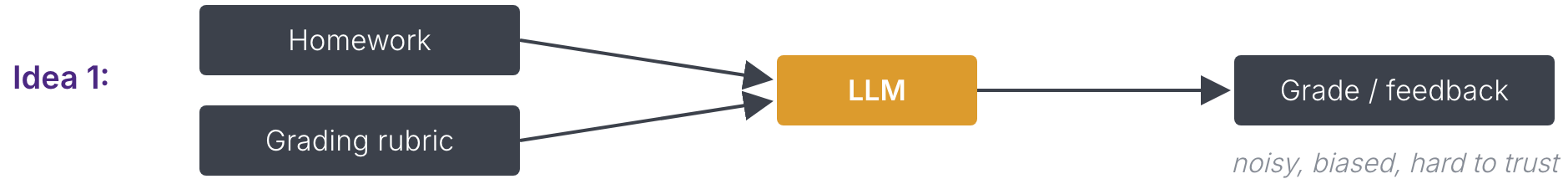
AI homework

- Personalized: every submission is different.
- A great learning tool.
- Nearly impossible to grade by hand.

AI evaluation

- Grades and rich feedback for every student.
- Surfaces the important issues to the instructor.
- Makes the homework itself better.

How to do AI evaluation?



LLMs are unreliable graders but reliable comparators: ask **which is better**, many times.

Early tests: AI-judged awards

Students pitch their final project to the AI



The AI grades and picks the award winners



The AI gives feedback for students to improve

"The time unlocked and depth of feedback is unmatched."



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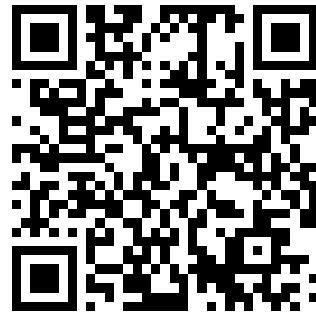
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Teaching AI: what my MBAs built in five weeks

Track medication adherence by texting patients personalized reminders

Track competitor clinical trials to inform pharma strategy

Answer customer questions automatically and route complex ones to experts



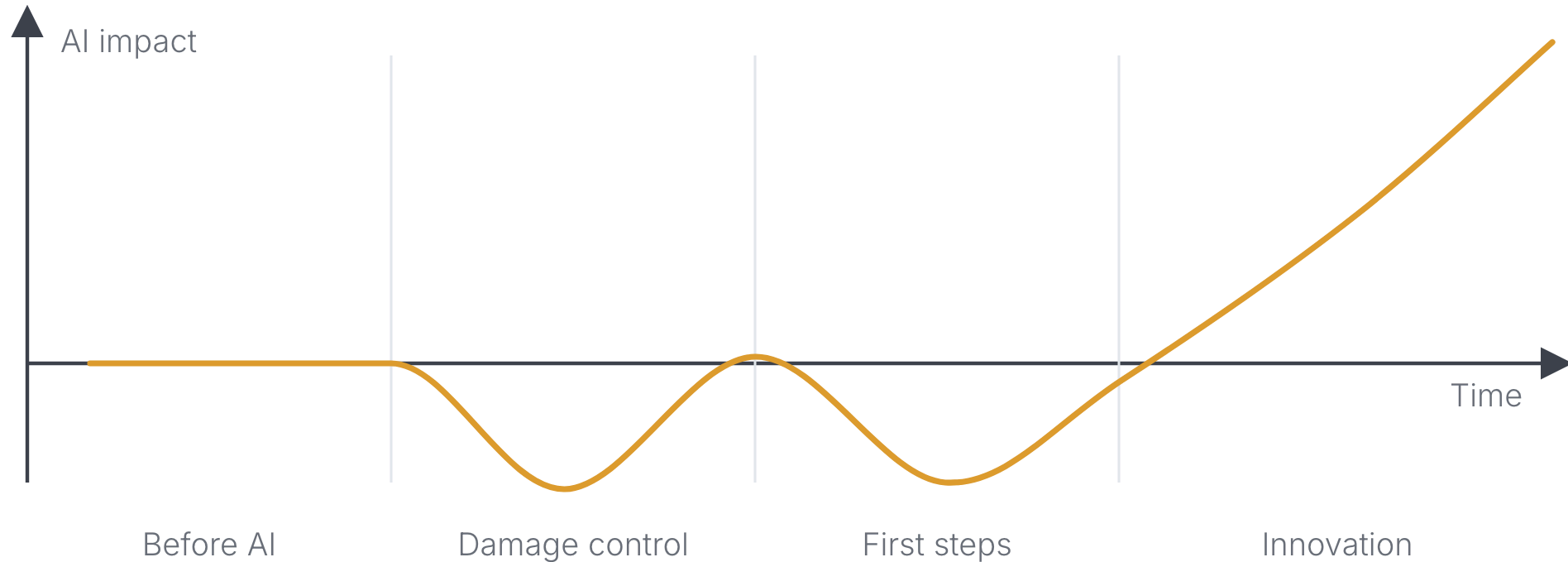
AIML 901 "AgentOps"
No coding background · 193 projects

Turn course syllabi into study plans with deadlines

Sort and prioritize a travel agency's inbox, flagging urgent requests

Monitor news and alert retail investors when their stocks are at risk

My experience with AI in education



Four years in, the one thing that predicts success: **how involved the instructor is.**

Leveraging computer agents

In my opinion, the most empowering way to use AI as an instructor.

From ChatGPT to Claude Cowork



Computer agents do the work

A chatbot talks about your work. A computer agent does the work, on your files and your computer.

Live: Claude Cowork · Claude Code

What can a professor hand to an agent?

Grade a stack of homework

Help you make slides

Build an interactive demo

Analyze course feedback

Draft AI homework & rubrics

Create & iterate on AI prompts

Find the student who needs you

Kill the boring parts

Just a few examples — we'll do some of these live, right now.

Getting started

- **No coding required.** Talking is the interface; iterating is the skill.
- Pick **one real task** from your week, and give the AI your **actual files**.
- Start with **Claude Cowork** (desktop app), graduate to **Claude Code** (terminal). **Codex** on the OpenAI side.
- Cost: roughly **\$20–200/month**, typically reimbursable from research accounts.
- **Build, build, build.** Instructor involvement is the whole game.

Thank you



SEBASTIENMARTIN.INFO



WSJ & LIVE DEMO



AI CLASS SYLLABUS