

Using Artificial Intelligence (AI) in Professional and Continuing Studies

At Brock University Professional and Continuing Studies (PCS), we recognize that artificial intelligence (AI) is becoming an increasingly important part of the modern workplace. From brainstorming ideas and generating content to analyzing information and improving productivity, AI tools are enhancing workflows and transforming how individuals and organizations work. As a division committed to preparing learners for success in today's and tomorrow's workforce, we support the appropriate, ethical, and effective use of AI throughout our programs.

Our courses are designed to develop the knowledge, skills, and competencies that learners can apply directly in their professional lives. Because AI is being actively integrated in many workplaces, we believe it is important that learners gain experience using these tools responsibly and develop the decision-making skills needed to determine when and how AI can add value to their work.

We encourage you to explore AI tools, such as [ChatGPT](#), [Claude](#), [Gemini](#), [Anara](#), [Perplexity](#), [Co-Pilot](#), and other generative or agentic AI platforms, where appropriate throughout your learning experience. AI can be a powerful partner for brainstorming, research support, content development, problem-solving, reflection, and skill development. However, AI should be used to enhance your learning, not replace it. Critical thinking, professional judgment, creativity, ethical decision-making, and personal reflection remain essential human skills that AI cannot replace. We encourage you to draw on and strengthen these skills throughout this continuing education program.

As with any professional tool, AI should be used responsibly, transparently, and with an understanding of its limitations. AI-generated content may contain inaccuracies, biases, outdated information, or incomplete perspectives. It is your responsibility to review, evaluate, verify, and refine any content produced with AI assistance before submitting it as part of your coursework or using it in a professional setting.

To promote transparency and academic integrity, any time AI has been used to support the completion of an assignment, discussion, project, or other course activity, you must clearly acknowledge its use. Your instructor may follow up to better understand how you used the AI tool and the impact on your work.

Being transparent about your use of AI is not intended to discourage its use. Instead, it fosters an ethical learning environment while helping you develop AI literacy, effective prompting skills, and the ability to use AI critically and responsibly. By engaging with AI thoughtfully, transparently, and ethically, you are building valuable skills that will support your success both in this course and throughout your career.

We look forward to exploring the future of learning and work with you. If you have any questions about these guidelines, please reach out to your course facilitator or contact us at ce@brocku.ca.

-This document was created with assistance from AI using a prompt in Microsoft Co-Pilot to rewrite previously written language by our academic development team to highlight how AI usage will be integrated into our continuing education courses to support learners in their workplace.