# MODULE 4 UNIT 2

## Activity submission

**Learning outcomes:**

**LO3:** Investigate ways in which the identified problems in generative AI could be mitigated.

**LO4:** Assess the applicability of generative AI models in your organisation.

### Plagiarism declaration

1. **I know that plagiarism is wrong. Plagiarism is to use another’s work and pretend that it is one’s own.**
2. **This assignment is my own work.**
3. **I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as their own work.**
4. **I acknowledge that copying someone else’s assignment (or part of it) is wrong and declare that my assignments are my own work.**

### Name:

#### 1. Instructions and guidelines (Read carefully)

##### Instructions

1. Insert your name as it appears on your Online Campus participant profile in the space provided above. Save the file as: **First Name Last Name M4U2 Activity**– **e.g. Lilly Smith M4U2 Activity. *NB:*** *Please ensure that you use the name that appears in your participant profile on the Online Campus.*
2. Write all your answers in this document in the spaces provided. Do not otherwise edit the document.
3. Submit your assignment as a **Microsoft Word document only**. No other file types will be accepted.

**Note:**Please ensure that you have checked your programme calendar for the due date for this assignment.

##### Guidelines

1. There are 6 pages and 2 questions in this assignment.
2. Make sure that you have carefully read and fully understood the questions before answering them. Answer the questions fully but concisely and as directly as possible. Follow all specific instructions for individual questions (e.g. “list”, “in point form”).
3. **The assignment must be your own work only.** Do not copy any text from the notes, readings, or other sources without proper attribution. Where you do use material from sources other than your own, make sure that you (1), acknowledge these sources appropriately in the text, and (2), provide a list of all references used. (For more information on referencing please also refer to [this guidance](https://www.ox.ac.uk/students/academic/guidance/skills/referencing)).
4. We encourage you to use AI tools to IMPROVE your answer, but please be aware that answers that evidently are solely generated by AI will lead to failing your assignment.

#### 2. Mark allocation

Each question receives a mark allocation. Use the grading rubric to see how marks will be allocated.

Question 1 8

Question 2 8

Adherence to the brief and clarity of writing (overall) 8

**TOTAL 24**

#### 3. Questions

##### Question 1

You now have the opportunity to apply what you have learnt throughout this module to your own context.

* How could your organisation (or an organisation that you are familiar with) best leverage generative AI?
* What problems could the organisation face when implementing a generative AI strategy?

(Max. 300 words)

An insurance company can leverage generative AI to hyper-personalize customer experiences by creating tailored insurance plans and recommendations based on individual risk profiles and needs. It can analyze vast datasets to detect fraudulent claims with greater accuracy, reducing losses. AI-powered chatbots can provide instant customer support, answer queries and resolving issues efficiently. It could also be used to generate realistic simulations for risk assessment, model potential disaster scenarios, and optimize pricing strategies. These applications can lead to improved customer satisfaction, reduced operational costs, and better risk management.

However, implementing a generative AI strategy in insurance presents significant challenges. Strict regulatory compliance is paramount, as the use of AI in insurance must adhere to data privacy laws and avoid discriminatory practices. Robust governance frameworks are needed to ensure responsible AI development and deployment, including mechanisms for transparency, accountability, and bias mitigation. Overcoming resistance to adoption within the organization is crucial, requiring clear communication, training programs, and demonstration of AI's benefits. Ensuring data quality and security is also vital, as generative AI models rely on large amounts of data to function effectively. Successfully navigating these challenges is essential for insurance companies to realize the full potential of generative AI.

##### Question 2

What safety measures would need to be deployed for generative AI to be used in your organisation?

(Max. 300 words)

To safely leverage generative AI, organizations must implement a comprehensive safety framework. Data security requiring robust data classification, access controls, encryption, and anonymization techniques to protect sensitive information. Model governance involving continuous model monitoring, bias detection, and fail-safe mechanisms to prevent malicious outputs. Ethical considerations should be addressed through clear AI use policies, responsible usage guidelines, and thorough output verification processes.

Strong security measures, such as multi-factor authentication, intrusion detection systems, and API security, must be deployed to safeguard AI systems from cyber threats. Employee training and awareness programs are essential to educate personnel on the risks and responsible use of generative AI. Regular training and awareness campaigns should promote understanding of AI ethics, data privacy, and security best practices.

This approach ensures that organizations can harness the benefits of generative AI while mitigating potential risks and promoting responsible and ethical use. By prioritizing data security, ethical considerations, and robust security measures, organizations can foster trust, maintain regulatory compliance, and ensure the responsible integration of generative AI into their operations.

#### 4. Rubric

|  | **Poor or incomplete** | **Satisfactory to good** | **Very good** | **Exceeds expectations** |
| --- | --- | --- | --- | --- |
| **Question 1**  *Application of generative AI to the organisation* | No submission.  OR  The response shows a poor attempt at applying generative AI to the organisation’s context, or considering the problems the organisation could face. (0) | The response provides a sufficient attempt at applying generative AI to the organisation’s context, and considering the problems the organisation could face. However, the response lacks detail or practical relevance. (4) | The response provides a good attempt at applying generative AI to the organisation’s context, and considering the problems the organisation could face. There are relevant examples and practical insights. (6) | The response provides an excellent attempt at applying generative AI to the organisation’s context and considering the problems the organisation could face. There are insightful and innovative suggestions with strong practical relevance. (8) |
| **Question 2**  *Identification of safety measures for generative AI* | No submission.  OR  The response shows a poor attempt at identifying safety measures for generative AI deployment. (0) | The response provides a sufficient attempt at identifying safety measures, but the measures may be generic or lack specific relevance to the organisation. (4) | The response provides a good attempt at identifying safety measures, with relevant examples that address key concerns for the organisation. (6) | The response provides an excellent attempt at identifying comprehensive and organisation-specific safety measures for generative AI deployment. (8) |
| **Adherence to the instructions** | No submission  OR  The responses do not address any of the points in the questions and do not adhere to any instructions.  OR  The responses significantly exceed the stipulated word-count limit. (0) | The responses satisfactorily address most points in the questions, but not all, and slightly exceed the word-count limit. (2) | The responses sufficiently address the points in the questions and instructions, and are within the stipulated word-count limit. (3) | The responses exceptionally address all the points in the questions and are all within the stipulated word-count limit. (4) |
| **Clarity and organisation of writing** | No submission.  OR  The responses are unclear, unstructured, and in an incoherent format. (0) | The responses are sufficiently structured in terms of logic, clarity, and brevity. (2) | The responses are very well structured in terms of logic, clarity, and brevity. (3) | The responses are exceptionally structured in terms of logic, clarity, and brevity. (4) |

**Total:** 24 marks