

Artificial Intelligence in Education

SCH 261: Engineering Project Management

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Table of Contents

- 1 Background and Business Opportunity
- 2 Objectives of the Project
- 3 Project Constraints and Risks
- 4 Communication Plan and Resources
- 5 Risk Management
- 6 Project Cost Management
- 7 Activities
- 8 KPIs

Background and Business Opportunity

- AI offers tremendous benefits in education but can also be misused.
- Goal: Create customized educational models ensuring proper understanding and guided learning.

Objectives

- Provide educational AI models for schools, universities, and self-learners.
- Optimize AI usage to enhance learning without compromising educational integrity.
- Personalize learning through the VARK learning styles.

Constraints:

- Initial focus on select educational institutions.
- Gradual expansion.

Risks:

- Resistance from educators and institutions.
- Student preference for standard models.
- Compatibility with diverse curricula and systems.
- Accuracy of the AI model.

- Demonstrate model benefits to institution administrators.
- Provide demo sessions and emphasize accuracy.

Resources:

- Educational experts and developers.
- Marketing team with knowledge in AI and education.
- Servers and maintenance teams.

Risk Management Strategies

- **Resistance from Educators:** Strong marketing strategies and demos.
- **Student Preferences:** Campus sessions and rewards programs.
- **Compatibility:** Involvement of experts from various systems.
- **Model Accuracy:** Continuous improvement and reference validation.

Cost Estimation:

- Total Budget: \$3,100,000 (160M EGP).
- Major Activities: Development, launch, marketing, and salaries.

Cost Control:

- Biweekly budget reviews.
- Adjustments based on departmental spending.

Planning:

- Surveys with students, instructors, and experts.
- Research on AI tools and market gaps.

Development:

- Prototype creation and iterative testing.
- Feedback channels for refinement.

Key Performance Indicators (KPIs)

- **Prototype Testing:** Over 200 test usages per system.
- **Model Usage:** 50% of students in partner institutions.
- **Engagement:** 4 hours of weekly usage per student.
- **Student Performance:** 20% improvement in scores.
- **Satisfaction:** Net Promoter Score of 7+.

Thank You!

Questions or Feedback?