

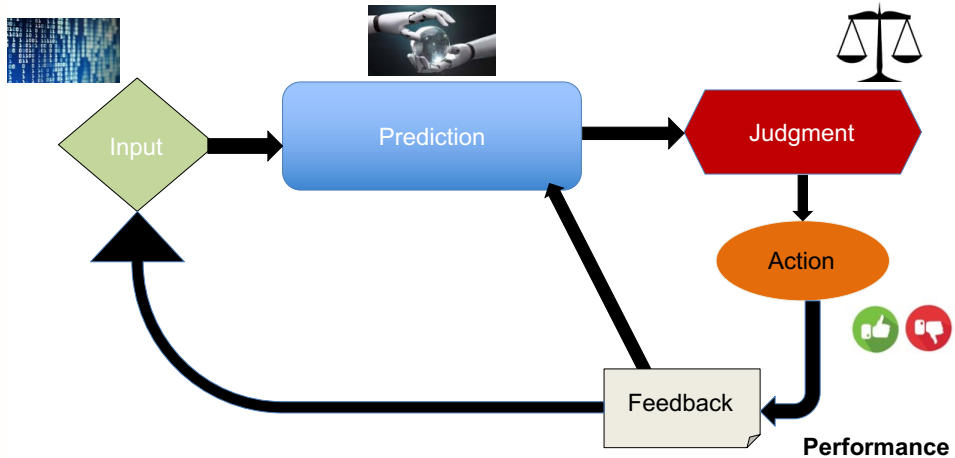
AI: Strategy + Marketing (MGT 853)

Capstone: University Admissions (Session 11)

Vineet Kumar

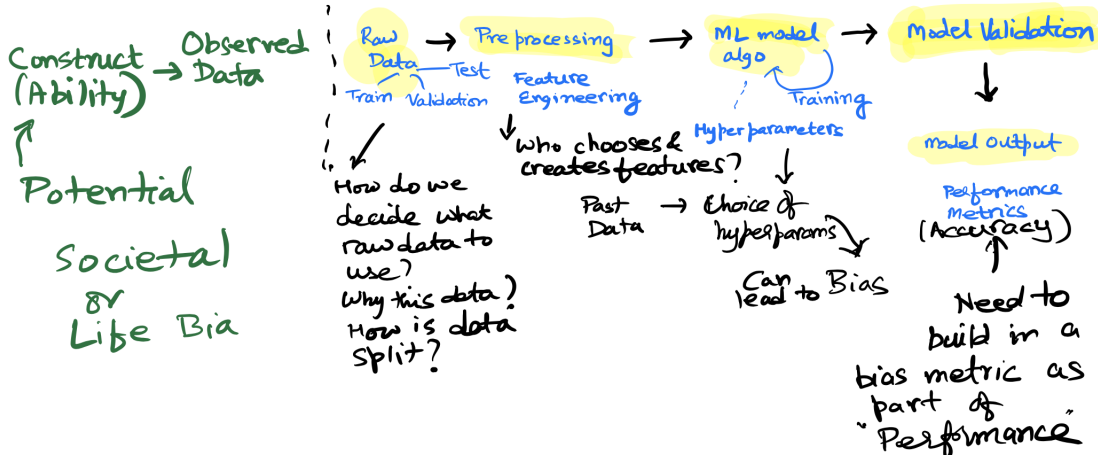
Yale School of Management
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Recall: AI Decision-Making Framework



Source of Bias or Unfairness

Where can bias come in?



Solving What Prediction Problems with 100% Accuracy will Solve the Organizational Problem?

In-class Exercise

Groups of 4 or so

AI model for University Admissions

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- 7 How do you evaluate if your AI system is doing a good job?

Large group discussion

How could you use Reinforcement Learning?

Post discussion

Your View of Using AI in Admissions

Select the view closest to yours. If we specify a clear set of objectives for admissions at the outset:

- 1 AI / ML should be used as a pure complement to our current admissions process
- 2 AI / ML can substitute *some* parts of the admission process done by humans but not others
- 3 AI / ML should only be used if everything is explainable and interpretable
- 4 AI / ML should not be used for such an important decision as admissions

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- Be mindful of legal and ethical issues involved in doing so
- Can (U)nsupervised and (R)einforcement Learning be used? How?

Converting Business to Prediction Problem: Amazon GO

Y variables (from your submissions)

1 Person