

# Leveraging AI

## Tips for TRSM Students on using AI tools

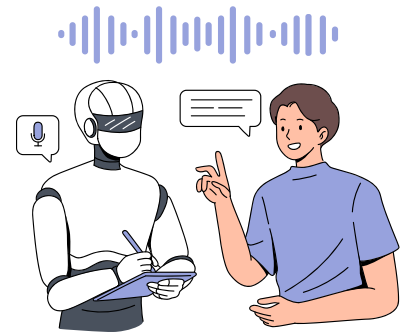
These reports are tailored to TRSM students, with the goal of providing guidance on how best to leverage AI tools in an ethical and professional manner. This report was prepared in March 2025.

April 2025

### The Future of AI in Business: What TRSM Students Need to Know

#### Why AI is a Crucial Topic for Business Students

Artificial Intelligence (AI) is reshaping industries at an unprecedented pace, and business students entering the workforce must be prepared for its impact. While AI is often associated with tech fields, its influence extends across all areas of business, from marketing and finance to human resources and operations. Understanding AI's potential and its practical applications will be essential for future business leaders looking to stay competitive in an evolving job market.



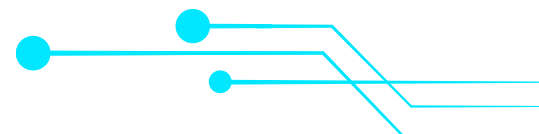
#### Insights from an Industry Expert

To gain deeper insights into the role of AI in business, we spoke with an industry expert who shared valuable perspectives on AI's impact on the workforce, common misconceptions, and how business students can prepare for the future. Below is our exclusive interview, offering practical advice and expert analysis on how AI is shaping the business world.



Mallory Maynard is the Founder and CEO of Gibbly ([www.gibbly.co](http://www.gibbly.co)), a global e-learning platform that helps teachers save hours each week on lesson prep with AI powered teaching tools. Gibbly empowers educators to quickly create high-quality, engaging, gamified quizzes and interactive lessons in a fraction of the time. Gibbly was recently recognized as the 2024 Canadian EdTech Startup of the Year.

Mallory is a second-time EdTech founder, having previously co-founded Ripple Studios, where she developed educational mobile games and workshops to inspire young girls to pursue STEM careers. As a passionate STEM advocate, Mallory is committed to empowering young women to take on leadership and technical roles. Mallory's mission is to drive positive change in education and regularly mentors and speaks at events to inspire the leaders of tomorrow.





Mallory Maynard



How do you see AI transforming the business world in the next five to ten years?



Based on the data, I think most new graduates should expect to be the ones leading the charge on AI adoption in the workplace. A recent report shows that fewer than 1% of job postings in Canada mentioned generative AI. Despite the buzz around AI, most organizations have not caught up. With the rapid pace of change in AI, it's impossible to predict exactly where we'll be in the coming years. However, I anticipate that businesses will adopt AI more meaningfully over the next 5-10 years. For now, we're still in the early stages. Generative AI has the potential to streamline a lot of tasks and in most businesses, there is no shortage of tasks that can be automated. For new grads, this presents an opportunity to understand the business problem and figure out if/how generative AI can solve it.

Are there any common myths about AI in business that students should be aware of?



AI might replace some jobs but it's more likely to change the nature of the work and make problem-solving faster and more efficient. Take a Marketing Assistant, for example. Instead of spending hours brainstorming, they can now generate 1000's of ideas in seconds, all aligned with the brand's unique voice and tone. This allows them to run 10 times as many A/B tests in the same timeframe, optimizing ads and driving more revenue in less time. With that extra time, they can pursue solving other business challenges. At the end of the day, most businesses care about two things: growing revenues and cutting expenses. In most cases, if you help the business do one of those things better than AI alone can do, your job is safe.

How can business students make themselves AI-proof in the job market?



AI is your friend, not your adversary so make sure you understand how to use the tools. Get familiar and comfortable with tools like ChatGPT and Perplexity, and stay up to date with important AI developments. Also, skills like communication, creativity, critical thinking, and problem solving are going to become increasingly more valuable. If you learn how to identify and articulate problems and then figure out how to solve them with AI, you'll be AI-proof.



Mallory Maynard



How do you think AI will impact decision-making in business management and strategy?



I'm not convinced that generative AI will dramatically change managerial decision making that much more than traditional data analytics has done for years, aside from possibly making it happen faster. Business strategy and decision-making requires creativity, and a deep understanding of customer needs, what competitors are doing, and broader market trends. I do think it will help inform the decision-making process. An example is the transcription of meetings. It's easy as humans to listen to someone with a biased lens and miss important details in your notes. Now AI can summarize what the other person is saying, how they say things, and what specific language they are using. These insights are incredibly helpful for businesses to understand what's important to the customer for marketing, product development, customer support, and so much more.

How is AI reshaping jobs in the corporate world, and what roles will be most affected?



As has always been the case, I think jobs that have high levels of repetition are probably at the highest risk of being replaced by AI. Unfortunately, as a new business grad you'll likely be asked to do a lot of tasks that fit into that bucket if the company hasn't automated them yet. The opportunity here is if you can figure out how to automate them, you can become a hero at work AND be will likely be given more interesting things to work on. Regarding new roles, I anticipate there is going to be a surge in jobs surrounding cybersecurity, AI safety, AI training, AI compliance, and project management jobs that require AI expertise.

## Key Takeaways: AI & the Future of Work

### AI Enhances, Not Replaces

- AI will automate repetitive tasks, but real value comes from boosting creativity and problem-solving.

### You're the AI Trailblazer

- Most workplaces haven't caught up yet new grads have the chance to lead AI adoption and innovation.

### Human Skills = Job Security

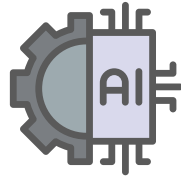
- Strong communication, critical thinking, and creativity will set you apart in an AI-driven world.

## Learn More for Free



### What is ChatGPT?

ChatGPT, developed by OpenAI, is an advanced language model capable of crafting human-like understanding and responses.



### AI Tools

Want to learn more or need help with your career/academics?

Explore the following tools:  
[ChatGPT](#), [Whisper](#), [Wordtune](#)  
[Read](#), [Perplexity](#)



Ted Rogers  
School of  
Management

### TMU Resources on AI

Check out [FAQs](#) on AI from the Academic Integrity Office or TMU's [Responsible AI](#) program.

## Visit the Business Career Hub

### Employer Events

The Hub hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers or Co-op Newsletter' for a list of upcoming [events](#).

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interviews

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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### Career Consultant Contributor Alysha Chin

Alysha is a Career Consultant with Ted Rogers School of Management. She is a graduate from TMU with a Bachelor's in Psychology, and has had the opportunity to work in many roles across multiple industries including HR, operations management, recruitment and career services.



### Student Contributor Aenna Hasan

Aenna is a Law and Business student who worked at the Business Career Hub at TRSM as a Project Coordinator for Hub Insights during her first Co-op work term. She is interested in expanding her knowledge about Business development and passionate about creating a meaningful work environment.