

## ARTIFICIAL INTELLIGENCE IN THE SIM-UB PROGRAM: Some Early Adopters Share Their Thoughts

By **Kevin F. McKelvey**  
Resident Director, SIM-UB Programs

Artificial intelligence (AI) tools such as ChatGPT are transforming many elements of contemporary society, including work and education. Several instructors in the SIM-UB program have already begun experimenting with AI by incorporating it into their classes in various ways. I spoke with three instructors and asked them about their experiences with AI so far.

Dr. Paul McAfee has incorporated generative AI into assignments for his Project Management (MGO 364) and Strategic Management (MGO 403) classes. Students must create prompts and critically evaluate the AI's responses to build digital literacy.

For project management, students shared AI chatbot dialogues and reflected on the results. In strategic management, students analyzed business simulation data with AI to draw conclusions. These exercises develop AI competencies such as critical evaluation, communication, and ethical application.

Dr. McAfee stresses that AI literacy will be a job necessity, not an option. Therefore, the nature of assignments and assessments must change dramatically. For example, instructors must redesign assignments to assess true student learning, not only AI prompting skills. He welcomes the AI revolution in higher education and believes creative solutions will emerge.

**DR. PAUL McAFEE**

Dr. Josh Redford, who is currently teaching Psychological Statistics (PSY 207), Scientific Inquiry (PSY 350), and Reasoning (PSY 416) has employed AI for several purposes, such as vetting multiple-choice questions (MCQs), creating in-class activities, and finding or generating examples to explain concepts.

Dr. Redford uses AI to enhance the quality of educational materials, including tests, lecture slides, and activities, effectively making AI a valuable digital assistant to improve the students' experience. He has found the outcomes to be generally successful, improving the quality of his deliverables. However, he warns that while AI can expedite certain processes, it sometimes errs and can therefore create more work in other aspects of teaching.

Lastly, Dr. Redford noted that AI has influenced his teaching approach by helping him identify areas where students are likely to get confused about course content. By using AI to identify ambiguities in lecture notes and tests, students can focus more on effectively learning content and demonstrating their understanding.

**DR. JOSH REDFORD**

Ms. Kirti Harnal teaches Communication Literacy for Business (MGG 303), as well as other writing courses. In MGG 303, she integrated AI into a three-part assignment related to business ethics. In the first part, students used ChatGPT/Bard for research, examining the causes of a problem and potential solutions while cross-referencing their findings with credible sources. Part two involved summarizing and forming an argument in an infographic, followed by presenting to an internal audience in the third part. This project helped students to create effective prompts and learn to assess the relevance and credibility of AI-generated content.

Following the assignment, Ms. Harnal surveyed the students about their experience with AI. Students generally reacted positively to using AI in their class, recognizing its benefits in saving time, aiding ideation, gathering data and information, improving writing proficiency, and enhancing structure. Ms. Harnal sees more potential in incorporating AI in future assignments and projects, intending to use it again for the same assignment in the next semester with some adjustments.

Ms. Harnal emphasizes the increasing prevalence of AI in the workplace and the need to expose students to it while experimenting with checks and balances to help them develop critical thinking skills for situations when they will not have access to technology. This insight underlines the importance of balancing AI integration with skill development in education.

**MS. KIRTI HARNAL**

Overall, AI offers immense potential to enhance education. Students gain key skills for the workplace, while instructors can leverage AI to provide more meaningful and efficient learning experiences. However, care must be taken to apply AI thoughtfully and equitably. As the experiences of these three instructors in the SIM-UB program demonstrate, we are already on a path towards a reflective and productive approach to the integration of AI in the university curriculum.

# THE VALUE OF ANIMAL BEHAVIOR IN UNDERSTANDING HUMAN PSYCHOLOGY:

## An Email Interview with Dr. Scott Wersinger

By Kevin McKelvey

Resident Director, SIM-UB Programs



Dr. Scott Wersinger

The SIM-UB program offers a number of distinctive courses that enhance the student's learning journey through their robust and sometimes unusual content. One such course is PSY 434, Animal Behavior, taught by Dr. Scott Wersinger of UB's Department of Psychology. Dr. Wersinger has answered some questions about this course in the email interview below.

KM

Dr. Wersinger, one of the courses that our Singapore students may find especially intriguing is your course in Animal Behavior, PSY 434. Can you tell us a little bit about the content of this course?

Certainly, Dr. McKelvey. In this course, we take an integrative approach to the study of behavior in animals, looking at topics such as learning, animal personalities, aggression, play, cooperation, communication, natural selection, and foraging.

SW

KM

Why is this an important topic for students of psychology?

Personally, as a scientist, I think it is important to understand the world around us. That includes understanding the natural world for its own sake. The Animal Psychology course allows us to analyze the observable behaviors of animals from this scientific perspective.

SW

KM

I see. On a practical level, can you share how the study of animal behavior contributes to our understanding of human psychology?

Of course. It is a tool for understanding human behavior and how the human brain/mind work. For example, animal studies have greatly contributed to our understanding of learning and memory. Research on classical and operant conditioning in animals has provided fundamental insights into how memory works. These findings are often extrapolated to human learning processes and have implications for educational psychology and cognitive science.

SW

In terms of social psychology, observing social interactions in animals, such as mating, cooperation, and competition, can shed light on the evolution of human social behavior. Studying the neural mechanisms and hormonal influences that regulate social interactions in animals helps us understand the neural basis of human social behavior, including bonding, empathy, and aggression.

There are many other things that we can learn about human psychology from animal behavior, as well, including such areas as communication, addiction, stress and anxiety, parental care and bonding, and so on.

KM

Fascinating. Finally, what are the skills that students develop through the study of animal behavior that can help them either in the workplace or in post-graduate studies after graduation?

The study of animal behavior entails the development of two extremely important skills. First is the skill of observation and data analysis. These are integral components of the scientific method. Second is critical thinking—being able to work with the observed data and interpret it in relation to our existing knowledge. These skills are vital in both professional and academic contexts.

SW

KM

Thank you Dr. Wersinger.



The University at Buffalo, The State University of New York, awarded a total of **466 bachelor's degrees** in the commencement ceremony at the Singapore Institute of Management on July 14, 2023. The degrees were conferred on the students by President Satish K. Tripathi, University at Buffalo and Vice Provost for International Education, Professor Nojin Kwak. The July 2023 graduation ceremonies marked the 13th graduation ceremony officiated by President Tripathi. The continued support of President Tripathi and Professor Kwak in attending the annual commencement in Singapore signals UB's commitment to the SIM-UB academic partnership, in which the students earn a degree from a prestigious American research university while studying in the dynamic and diverse environment of Singapore. The graduates now join a growing community of SIM-UB alumni in Singapore with over 5,000 graduates of SIM-UB programs and over 280,000 UB alumni worldwide.

The degrees conferred were as follows: Bachelor of Science (Business Administration): 72; Bachelor of Science (Geographic Information Science) 11; Bachelor of Arts (Communication) 143; Bachelor of Arts (Psychology): 121; Bachelor of Arts (Sociology): 53; Bachelor of Arts (Economics): 9; Bachelor of Arts (International Trade): 14. In addition, 8 graduates received double degrees, and 35 received double majors.

The students at SIM-UB continue to excel in their academic performance. In the class of 2023, 363 graduates, or 77.89% of the class, finished with Latin honors, including 100 Summa Cum Laude (GPA of 3.75 or better), 155 Magna Cum Laude (GPA 3.50 – 3.74), and 108 Cum Laude (GPA 3.20 – 3.49). This is the highest percentage of Latin Honors recipients in the graduating class ever recorded. This outstanding achievement is an indication of the excellent quality of the SIM-UB student body and the hard work that they devote to their studies. It also reflects the excellent quality of the highly interactive, student-centered, and experiential education that they receive in the SIM-UB program.

The graduation delegations included President Tripathi, Professor Nojin Kwak, Mr. Joseph Hindrawan, Dr. Kevin McKelvey, Professor Wei Kwok Kee, Dr. Timothy Chan, Mr. Lim Kuan Meng, Ms. Hay Lee Keng, Ms. Kandis Pogoda, Dean Ananth Iyer, Professor Debra Street, Professor Mark Frank, Professor Jennifer Read, Professor Alex Anas, and Mr. Wei-Loon Leong. Valedictorians representing their graduating classes were: Lie Jie Sam Tan (BAP & BAS) and Ashley Ong Shishi (BScBA).

On behalf of the UB and SIM, we congratulate the graduates of the Class of 2023 and wish them continued success in their future lives and careers.

**Dr. Kevin F. McKelvey**  
Resident Director  
SIM-UB Programs



## GRADUATE REMARKS



On this very day, we collectively gaze into the infinite realms of our futures. Like finely tuned sports cars, we dream of harnessing our passions and talents to race towards success in our chosen paths. Some among us will speed down the track of banking, technology, or entrepreneurship, surpassing records and pushing limits. Others will navigate the twists and turns of creative and holistic endeavours, revving their engines to create masterpieces that leave a mark in society. Be at the driver's seat of your own life, because if not, life will drive you.

**Ashley Ong Shishi**  
Bachelor of Science (Business Administration)



Now, as we embark on the next chapters of our lives, we shall embrace the memories we've created, and give thanks to the people that have made our experience here unforgettable. In this moment, let us celebrate the extraordinary accomplishments we have attained, both individually and as a collective.

**Lie Jie Sam Tan,**  
Bachelor of Arts (Psychology and Sociology)





# SIM-UB SCHOLARSHIP RECIPIENTS FOR UB BOUND

**Fall 2022 SIM-UB Scholarship Recipient –  
Jin Jie Jayden Chua**  
Bachelor of Arts (Communication)

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If not for those... who spurred me forward to have a go at the UB Bound scholarship would I even begin to imagine the possibilities of living my US college experience.

If not for those... who welcomed me to their homes, would I learn to grow more compassionate and understanding of other cultures and their people.

If not for those... who pushed me out of my comfort zone would I be able to explore the depths of my potential and discover what my personality could offer the world.

If not for them. If not for UB.

I would summarise my entire UB Bound experience into one word: people. Suffice it to say, I made many friendships abroad and am grateful for the opportunity I was granted.

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**Spring 2023 SIM-UB Scholarship Recipient – Ya Ting Chua**  
Bachelor of Arts (Communication)

Please follow the link below to view Ms Ya Ting Chua's video from her semester in Buffalo, New York on UB Bound - <https://youtu.be/Qy5pyyC6ZXk>



Post-pandemic, SIM-UB in-person events have resumed, and our community could not be any more excited!

The venue for the Chinese New Year celebration buzzed with energy and enthusiasm. With current students, alumni, instructors and administration in attendance, the festivity felt like a long overdue family reunion.

In the spring, the students in Dr. Thomas Saltsman's PSY 450 (Advanced Research Methods) course showcased their final research experiment in a poster symposium at SIM. Working with elaborate fabricated data sets, the students demonstrated great skill to process and interpret the data into a visual poster to present at the symposium to their peers and other SIM-UB faculty.

At the SIM-UB Faculty Dinner, we honored our dedicated faculty members. The SIM-UB faculty are an integral part of our community and we are grateful for their hard work and contributions.

We welcomed prospective students and family members at UB Open Day, offering a briefing, panel and illustrating student work via the Student Research Showcase.



## UB Open Day



## SIM-UB Faculty Dinner



## SIM-UB Psychology Advanced Research Methods Symposium



## EXPLORING OUR ONLINE WORLDS: HUMAN COMMUNICATION AND MEDIA

Dr. Michael Stefanone of the University at Buffalo Department of Communication gave a guest lecture on “Exploring our Online Worlds: Human Communication and (Social) Media” at Catholic Junior College on August 4, 2023. His presentation touched on research demonstrating that ‘who you know’ matters offline and online, and explored questions about how the changing media landscape is impacting how we relate to each other and challenges in determining information veracity. The presentation included many striking and even amusing examples of what it means to be “friends” in the context of social media.

Dr. Stefanone is interested in computer-mediated communication and social media, and he tries to situate technology use in evolving social contexts. Currently, his work explores the effects these technologies have on people’s relationships and access to resources like social capital. He has been coming to teach regularly in the SIM-UB program since 2010.



**Dr. Michael Stefanone**



## SIM-UB’S PARTICIPATION IN SINGAPORE GEOSPATIAL FESTIVAL 2023

The Singapore Geospatial Festival 2023, hosted by Geoworks, Singapore Land Authority (SLA’s) geospatial industry centre, united the global geospatial community for a series of talks, panel discussions, workshops, and student showcases.

SIM-UB Geographic Information Science bachelor’s degree students Sheng Yee and Firistah Ghyara presented their work with Guest-of-Honour Dr. Mohamad Maliki Bin Osman and the ASEAN representatives at the event.

During an expert panel exploring the impact of geospatial information and technology in education, SIM-UB faculty member, Mr. Adam Grodek, offered valuable insights into harnessing the complete potential of geospatial education.



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You are already using Geographic Information Systems (GIS) and you don’t even know it. Whether you’re in a Gojek or ordering dinner from foodpanda for the seventh night in a row, you are using GIS. And as we learn about GIS and where it is used, we become geographically in tune with what is going on in the world around us.

**Mr. Adam Grodek, Lecturer, Department of Geography, UB**

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## UB ALUMNI ASSOCIATION NEW LEADERSHIP

Hello fellow UBians!

It's a privilege to be writing this message to you. Coming into university some years ago, I was nervous for what lay ahead but looking back now all I remember are fond memories, friends turned to family and this community truly nurtured the best version of me that I was seeking.

I'm blessed to lead the Singapore UB Alumni Chapter into brighter horizons in this post Covid era. Together with my beloved team, we have many projects lined up for you from networking events, festive celebrations, workshops and even community service projects as well.

We are super excited to bring fresh ideas and initiatives for us alumni and to show each and every student that even though university days may have ended, there are still many platforms for us to learn and grow as one UB community. After all, many of us graduates we can all safely agree, we left with more than just a degree, we left with a family.

See you around UB family!

**Allen Vijeyndran**  
President of UB Alumni Chapter

**Allen Vijeyndran (President)**  
**Gwen Chin (Vice President)**  
**Syukri Anwar (Secretary)**  
**Damian Toh (Treasurer)**  
**Stanley Tan (Head of Partnerships)**  
**Rachel Fong (Head of Marketing)**  
**Nicholas Tan (Head of Events)**



## RETIREMENT OF MR. JOSEPH HINDRAWAN



Mr. Joseph Hindrawan, University at Buffalo's Associate Vice Provost for Overseas Programs and Partnerships, announced his upcoming retirement during the fall semester of 2023. Mr. Hindrawan has been closely involved with the SIM-UB Program since it was first launched in 2004. During his many trips to Singapore, he worked with the UB Resident Director and SIM administrative staff to oversee the many operations that make the delivery of the UB degree program at SIM possible. He also worked with support staff in Buffalo to ensure that such essential functions as course scheduling and staffing were carried out effectively and with particular attention to the needs of our students in Singapore. His contributions to the success of the program were extensive, and he will be missed as a part of the SIM-UB team.

Mr. Hindrawan is also an alumnus of UB, having earned a Master of Business of Administration degree in 1991 and has been working for UB's Office of International Education since 1989. In his extensive travels around the world to represent UB to partner programs and prospective students, he has genuinely been a tireless advocate for the global UB community!

We wish him health and happiness for many years to come when he begins his retirement in 2024!

The SIM-UB Program is pleased to welcome two new staff members to our administrative support team.



### Andrea Wong

Hello everyone! I'm Andrea, a new Admin Executive to the SIM-UB family. I was previously working as a program executive for the financial services industry and during my time there, I knew I wanted to be in the education sector 😊 A little fun fact, I'm a SIM Alumna!



### Bino Chia

Hello all! I'm Bino, currently a Senior Executive in charge of scheduling and event support for the SIM-UB Programs. I've been in the education industry for the past seven years, originating from F&B and events management in the hotel industry. I enjoy a good workout and online gaming in my personal downtime, as well as spending quality time with my family!

## SIM-UB STAFF DIRECTORY

Hay Lee Keng, Director  
Clara Ho, Senior Manager  
Lena Chia, Manager  
Susanne Lau, Senior Academic Advisor  
Winnie Chan, Senior Academic Advisor

Ann Sum, Senior Administrative Executive  
Bino Chia, Senior Administrative Executive  
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Jessica Yeo, Senior Administrative Officer  
Low Pang Liang, Administrative Executive  
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