Georgia Tech Scheller College of Business
Center for AI in Business

Collaboration Prospectus

Center for AI in Business

PARTNERSHIP FRAMEWORK | SPRING 2026

A framework for corporate partnership with the Center for AI in Business at Georgia Tech's Scheller College of Business.

ABOUT THE CENTER

Strategic Pillars

The Center for AI in Business at Georgia Tech's Scheller College of Business was established to sit at the intersection of AI research, student talent development, and industry engagement. Backed by 35+ faculty researchers and anchored in one of the world's top technology universities, the Center operates across three strategic pillars:

1. Education & Talent Development

Preparing the next generation of business leaders to work alongside AI. Through hands-on practicums, immersive crisis simulations, startup co-building, and an ongoing podcast series, students engage with AI in ways that go well beyond the classroom. As a result, our graduates don't just understand AI conceptually, they've built, deployed, and evaluated AI systems in real business contexts.

2. Research

Original, peer-reviewed faculty research across five priority areas that matter most to business right now: labor market disruption, autonomous AI agents and cybersecurity, context engineering, open-source AI economics, and return on AI and governance. 35+ faculty researchers produce work that directly informs corporate AI strategy, not just academic discourse. Details on the five research priorities appear on Page 4.

3. Industry Engagement & Community Impact

Real partnerships, not abstract affiliations. Faculty-industry advisory boards, annual prototyping competitions, monthly intelligence briefings, and an applied AI showcase give partners ongoing access to research and talent. The result is a feedback loop: industry surfaces the problems, faculty and students produce the research and prototypes, and partners receive deliverables they can act on. Full activity descriptions follow on Page 2.

The Center's unique value proposition: no other unit on campus combines business-domain AI research with structured corporate engagement and student entrepreneurship under one roof. Scheller is the only business school at Georgia Tech, and Georgia Tech is the only top-tier research university headquartered in the Southeast's largest business hub.

CENTER PROGRAMMING

Core Planned Activities

The Center has assembled a portfolio of programs designed to produce tangible outputs for partners: trained talent, working prototypes, original research, and competitive intelligence. Each activity below maps to one or more strategic pillars and represents a concrete engagement surface for corporate partners.

EDUCATION **Applied AI Practicums**, semester-long projects. Student teams work on scoped business problems with clear governance and evaluation criteria. Partners get usable deliverables; students get real experience.

EDUCATION **AI Boardroom Simulations**, immersive role-plays where students act as C-suite executives navigating AI crises (algorithmic discrimination lawsuits, model failures, deepfake fraud), war-gaming first-response strategies.

EDUCATION **Founder-In-Residence**, active AI startup founders co-teach and co-build alongside students. Direct pipeline from classroom to applied entrepreneurship.

EDUCATION **AI Fluency Podcast Series**, enabling Scheller students (and partners) to stay at the frontier on all things AI. Interviews with researchers, practitioners, and founders.

INDUSTRY **Agent Prototyping Challenge**, an annual competition. Student teams build working AI agent prototypes for partner companies. Real problems, real deliverables, real feedback.

EDUCATION **AI Literacy & Upskilling**, executive and employee education programs on applied AI. Platinum Advisory Board members receive a 15% discount on Scheller's executive education AI courses.

INDUSTRY **Reports Corner**, monthly competitive intelligence reports (competitive, industry, and cutting-edge research) customized per partner company. Faculty-led, rigorous analysis.

INDUSTRY **Scheller AI Agent Suite**, a running showcase of applied AI work built by students and faculty. Platinum partners receive monthly intelligence; Gold partners receive biannual briefings.

INDUSTRY **AI Hubs with Member Companies**, advisory boards pairing faculty researchers with industry contacts. Research stays tied to what companies actually care about.

RESEARCH **Human-Machine Interplay Roundtable**, an original research track studying how AI changes team performance, creativity, and organizational design. Published findings shared with partners.

INDUSTRY **Scheller Web of Agents**, AI agents built in courses and labs get cataloged and reused across campus via A2A and MCP protocols. An open ecosystem for agentic AI development.

What This Means for Partner Organizations

Every activity listed above is a potential co-creation surface. Partner organizations can embed their strategic AI priorities and operational challenges into the curriculum, sponsor research tracks aligned to their business questions, participate in advisory boards, judge competitions, recruit from the talent pipeline, and receive intelligence deliverables. The Center is designed for partners who want to do more than write a check. It's built for partners who want to shape the next generation of AI-literate business talent.

ADVISORY BOARD & STRATEGIC PARTNERSHIP

Sponsorship & Board Membership

The Center is currently assembling its inaugural Advisory Board. For prospective partners, this is an opportunity to shape the direction of applied AI education and research at one of the country's most influential technology universities, from the ground floor.

Platinum Advisory Board

Multi-Year Strategic Partnership

- → Seat on the Center's Advisory Board with direct input on research priorities and programming
- → Co-branded applied AI practicums and agent prototyping challenges
- → Monthly competitive intelligence and cutting-edge research briefings (Reports Corner)
- → Priority access to the Scheller AI Agent Suite and student talent pipeline
- → Faculty consulting engagements and co-authored research opportunities
- → Student engagement opportunities (company showcases, lunch & learns, guest lectures)
- → AI Literacy & Upskilling executive education discounts (15% off Scheller AI courses)
- → Speaking slots at Center events, industry roundtables, and Scheller conferences
- → Recognition across all Center communications, events, marketing, and the new Scheller Tower at Tech Square

Gold Advisory Board

Annual Partnership

- → Input on Center research priorities through annual planning sessions
- → Biannual intelligence briefings and research summaries
- → One dedicated student practicum project per academic year
- → Access to the Agent Prototyping Challenge (judging and recruiting)
- → Student engagement opportunities (company showcases, lunch & learns, guest lectures)
- → Sponsor recognition in Center event materials, newsletters, and the annual report
- → Access to Scheller recruiting events and career fairs

Why Moving Early Matters

The Advisory Board is forming now. Inaugural members will bring differentiated industry perspectives and set the tone for the Center's research priorities, industry partnerships, and public identity. The window to shape the Center's direction is widest right now. Partners that engage at the founding stage will define the research agenda, programming, and collaborative relationships for years to come.

Campus Innovation & Industry Synergies

The AI application stack is just opening up. Georgia Tech students are uniquely positioned not just to adopt but to drive immense value back to partner organizations as early adopters, ideators, and builders of the next generation of AI-native business applications. Student-led startup activity on campus is accelerating, and the students who build multi-agent systems in Scheller's labs today are the enterprise architects of tomorrow. Scheller drives differentiated synergies through faculty expertise in marketing science, cybersecurity policy, economic modeling, and applied business, a perspective on AI adoption in operations, customer experience, and enterprise risk that no engineering school can offer on its own.

RESEARCH FOUNDATION

5 AI Priorities Facing Industry Right Now

These are the five areas where AI is reshaping how organizations compete, hire, and create value. Scheller faculty are producing frontier research in every one of them. For corporate partners, this means access to a faculty cohort whose work directly informs the business applications of AI, not just the technical foundations.

1

Labor Market Disruption

AI is automating the entry-level tasks that used to build expertise, creating a widening experience gap. The strategic question for every employer: how do you build talent pipelines when junior roles are disappearing?

Faculty: Alavi · Lin · Park · Gokhman

2

Autonomous AI Agents & Cybersecurity

AI agents now plan, coordinate, and act within live business workflows. Scaling beyond pilots remains the bottleneck, security, compliance, and operationalization challenges persist, and deployment is outpacing governance.

Faculty: Pattabhiramaiah · Overby · Calmon

3

Context Engineering

The progression beyond prompt writing to systematic context curation. What enters the model's context window determines output quality. RAG and retrieval pipelines are formalizing into a discipline, and Scheller practicums function as context engineering labs.

Faculty: Fan · Pattabhiramaiah

4

Open-Source AI

Open-weight models are closing the gap with proprietary systems, giving enterprises new options for sovereignty, customization, and cost control. The build-vs-buy economics of AI are shifting fast, and business leaders need frameworks for when open-source is the right call.

Faculty: Yue · Niculescu · Xu · Ceccagnoli

5

Return on AI & Governance

Most generative AI pilots fail to deliver measurable ROI. The companies that succeed invest in infrastructure first, adopt deliberately, and measure rigorously. Governance and measurement discipline are becoming competitive differentiators.

Faculty: Clarke · MacKenzie · Moon · Alexander · Pattabhiramaiah

> *For corporate partners, this is a faculty team that can study multi-agent orchestration inside real business workflows, evaluate how autonomous AI agents behave in customer-facing and operational settings, model the cybersecurity and governance implications of agent-to-agent interaction, and publish the results. The research coming out of this group gives partners credible, third-party evidence that their AI investments deliver measurable business value, authored by faculty at one of the world's top technology universities.*