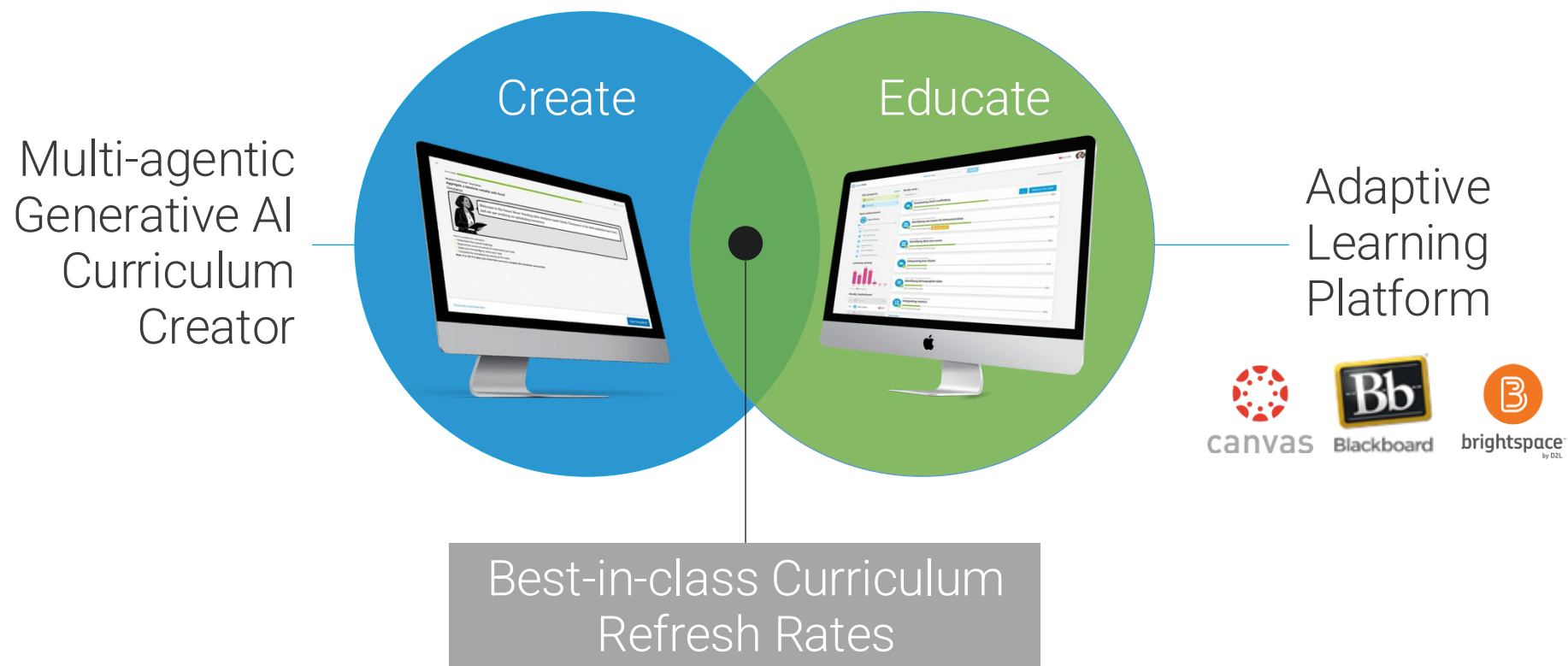
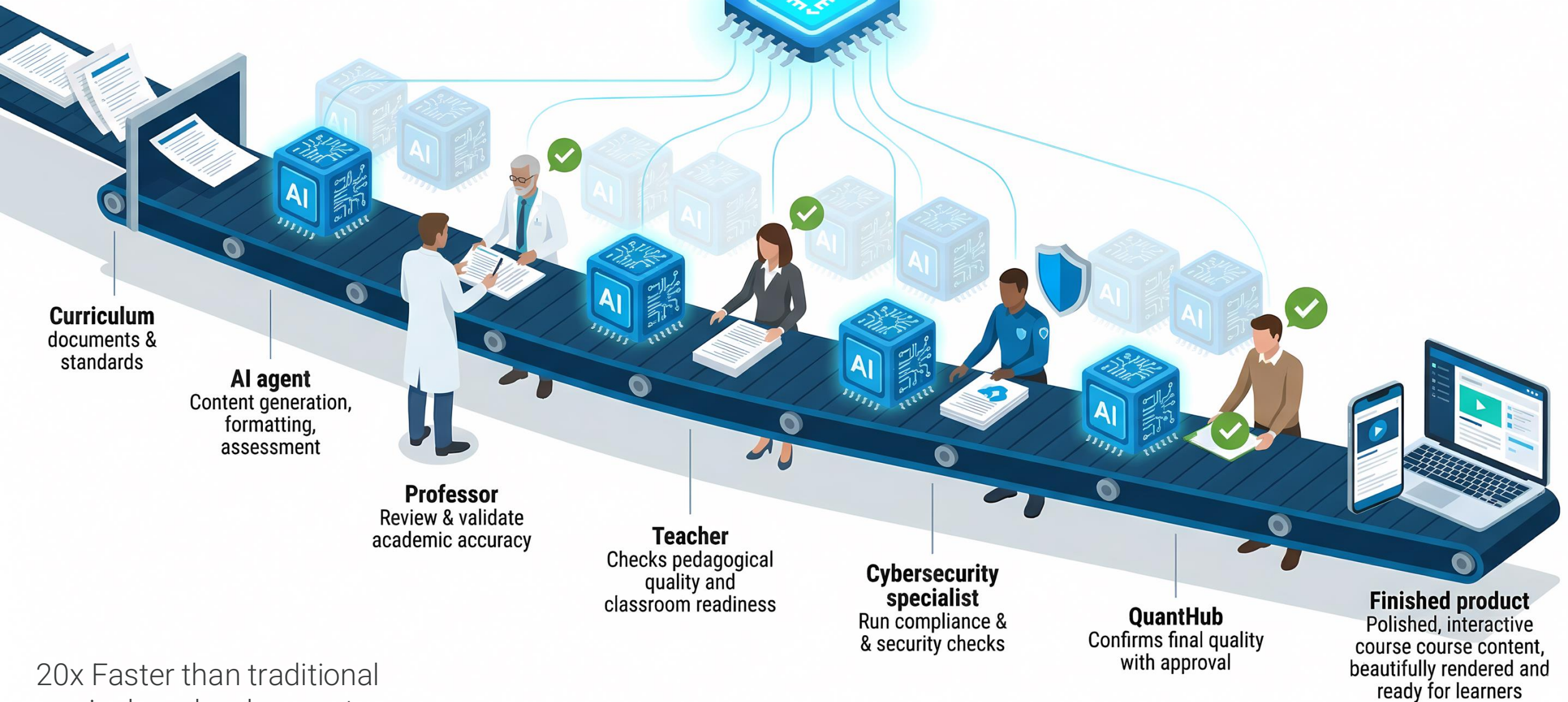






20x Faster than traditional curriculum development



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voya-finance-m5-lo1-automation-bias

Last updated Jun 12, 2026 by D'Marie Bartolf

✓ Approved by brad.wilson@voya.com

Export

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Automation Bias: The Meta-Risk

Automation bias is the tendency to over-rely on machine-generated outputs — treating them as inherently correct without independent verification. It is the single most significant human risk in AI-assisted financial reporting.

Every one of the five AI failure modes you will study in this module is technically detectable with the right verification protocol. Automation bias is the reason those detectable failures become *undetected* ones: it is the mechanism that causes professionals to skip the very protocols that would catch the error. That is why automation bias is the meta-risk — knowing the failure modes is not enough.

Fluency ≠ accuracy. Modern AI is optimized to produce grammatically flawless, authoritative text. A confident, well-formatted output signals a competence that is *not* backed by data accuracy. The better an output reads, the more carefully it must be verified — high writing quality is an automation-bias trigger, not evidence of correctness.

What Amplifies Automation Bias in Finance

Activity Timeline

All Commenters

All Categories

20 activity items (17 events, 3 comments)



ellisond13@gmail.com viewed document

10 days ago



achastain@quanthub.com viewed document

7 days ago



achastain@quanthub.com viewed document

7 days ago



achastain@quanthub.com viewed document

7 days ago

Guide

Section Reports

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Skill Analyses

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Courses

Standards

Trial - AI for Marketing > AI Foundations > AI Foundations > Understanding context engineering for AI in marketing



Understanding context engineering for AI in marketing

Preview

Learning activity

Learners understand what context engineering is, why it matters for AI performance in marketing, can describe various methods and types of context that shape AI outputs, and can explain how context problems lead to poor AI performance.

Learning Objectives

Explain what context engineering is and why it matters in marketing

Describe methods for providing context to AI in marketing

Describe types of context marketing AI systems need

Explain how context problems can lead to poor AI outputs

Learning resources

What Context Engineering Is and Why It Matters

View resource

Get Help

Methods for Providing Context to AI



**Fundamental
Understanding &
Technical
Awareness**



**AI Ethics &
Responsible Usage**



**Practical Skills &
Tool Mastery**



**Critical Evaluation &
Assessment**



**Social Impact &
Communication**





Available Now

TRIAL AVAILABLE

AI for Business Marketing

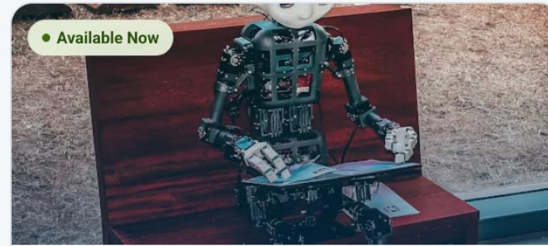
AI in Marketing

Train marketing students to use AI for automation, analytics, personalization, and ethical strategy.

7 units — capabilities, marketing transformation across 5 stages, human-AI collaboration, context engineering, AI tools, ethical frameworks, and critical thinking.

View Units

7 units



Available Now

AI Literacy

AI Foundations

Build ethical AI literacy through core concepts, generative AI, and real-world case studies.

9 units — AI history, business challenges, prompt engineering basics, ethics, security, and AI as a learning and academic partner.

View Units

9 units



Available Now

AI Literacy

Advanced Prompt Engineering

Master the techniques that unlock AI's full potential across complex, multimodal tasks.

5 units — prompting vs. traditional computing, synthesizing prompt components, influence techniques, complex reasoning approaches, and multimodal strategies.

View Units

5 units



Available Now

AI Literacy

Applying Generative AI

Apply prompt engineering to real-world data analysis, performance analysis, and project planning.

3 applied units (60 min each) — data-backed analysis, evidence-based performance review, and comprehensive project planning using generative AI.

View Units

3 units



Available Now

TRIAL AVAILABLE

AI for Business Accounting

AI for Accounting

Prepare accounting students to collaborate effectively with AI across common workflows.

8 units — capabilities, workflow transformation, human-AI collaboration, context engineering, AI tools, ethics, critical thinking, and organizational transformation.

View Units

8 units



Available Now

TRIAL AVAILABLE

AI for Business Finance

AI for Finance

Prepare finance professionals to leverage AI across workflows with confidence and critical judgment.

8 units covering capabilities, process transformation, collaboration, context engineering, tools, ethics, critical thinking, and organizational career impact in finance.

View Units

8 units



Available Now

AI for Business Entrepreneurship

AI in Entrepreneurship

Equip entrepreneurs to integrate AI into venture-building workflows and understand the AI maturity model.

8 units covering AI capabilities, process impact, collaboration modes, communication, tools, ethics, critical thinking, and the AI adoption paradox for entrepreneurs.

View Units

8 units



In Development

AI for Business Operations

AI for Operational Management

Expected Apr 2026

Equip operations managers to apply AI across forecasting, supply chain, quality, and project management.

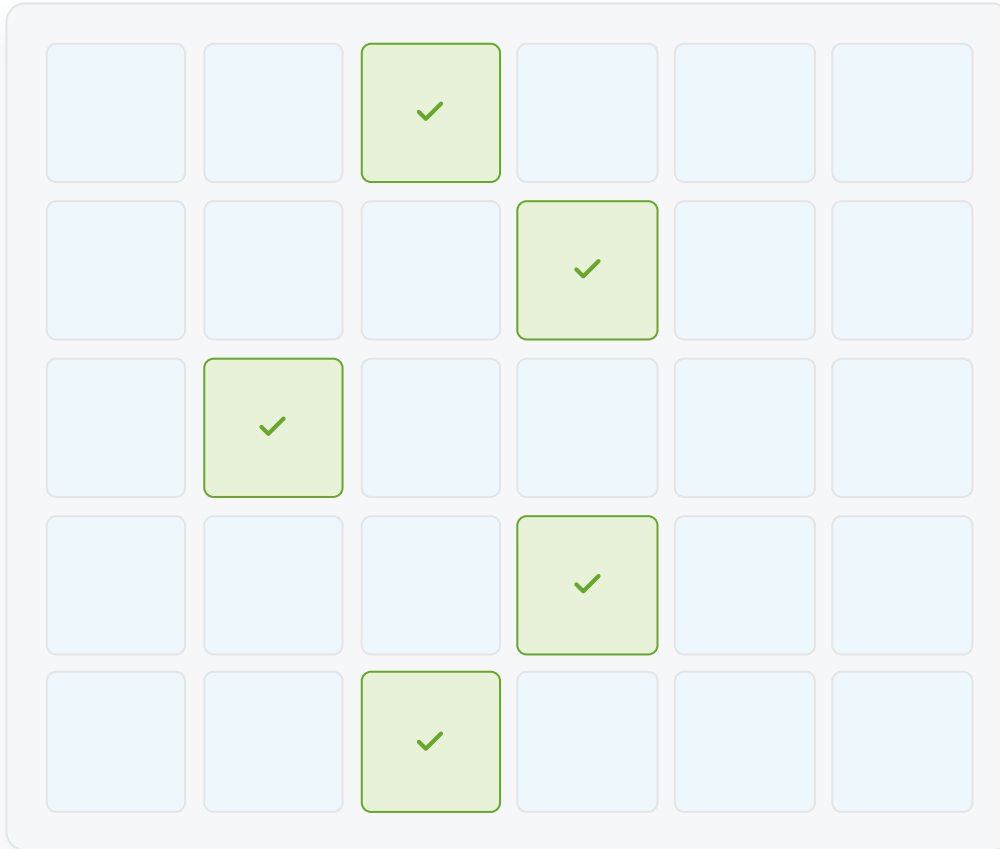
10 planned units — operations & productivity, business strategy, forecasting, process capacity, project management, quality, SPC, supply chain, inventory, and lean operations.

Build your course, one module at a time



QuantHub Catalog

200+ modules



Pick &
sequence
→

Sample Semester Course - *Marketing Foundations*

Week 1 AI Capabilities in Marketing

Week 3 AI's Impact on Marketing Processes

Week 7 Critical Thinking While Leveraging AI

Week 9 Ethical Use of AI in Marketing

Week X Add as many — or as few — as you need

Each module teaches one focused learning outcome.

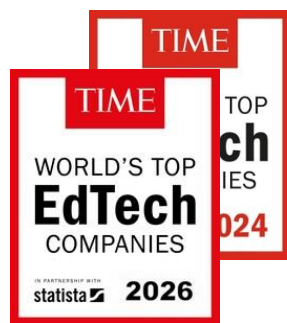
KEY BENEFITS



- AACSB Revised Standards - Out-of-the-box compliance upgrades without years of committees
- We offer a work-based-learning component with internships and direct coordination with employers
- Map to existing LMS platforms for rostering, course planning, and student examination and grading (formative and summative)
- Courses are refreshed regularly to map blistering pace of change in digital agility requirements
- Our system blends the speed of AI with the rigor of human subject matter expert-led validation
- Students typically pay via supply store
- Compliance: WCAG AA, CIS v8, ESSA 3, LTI 1.3, Open Badging 2.1



Get in touch!





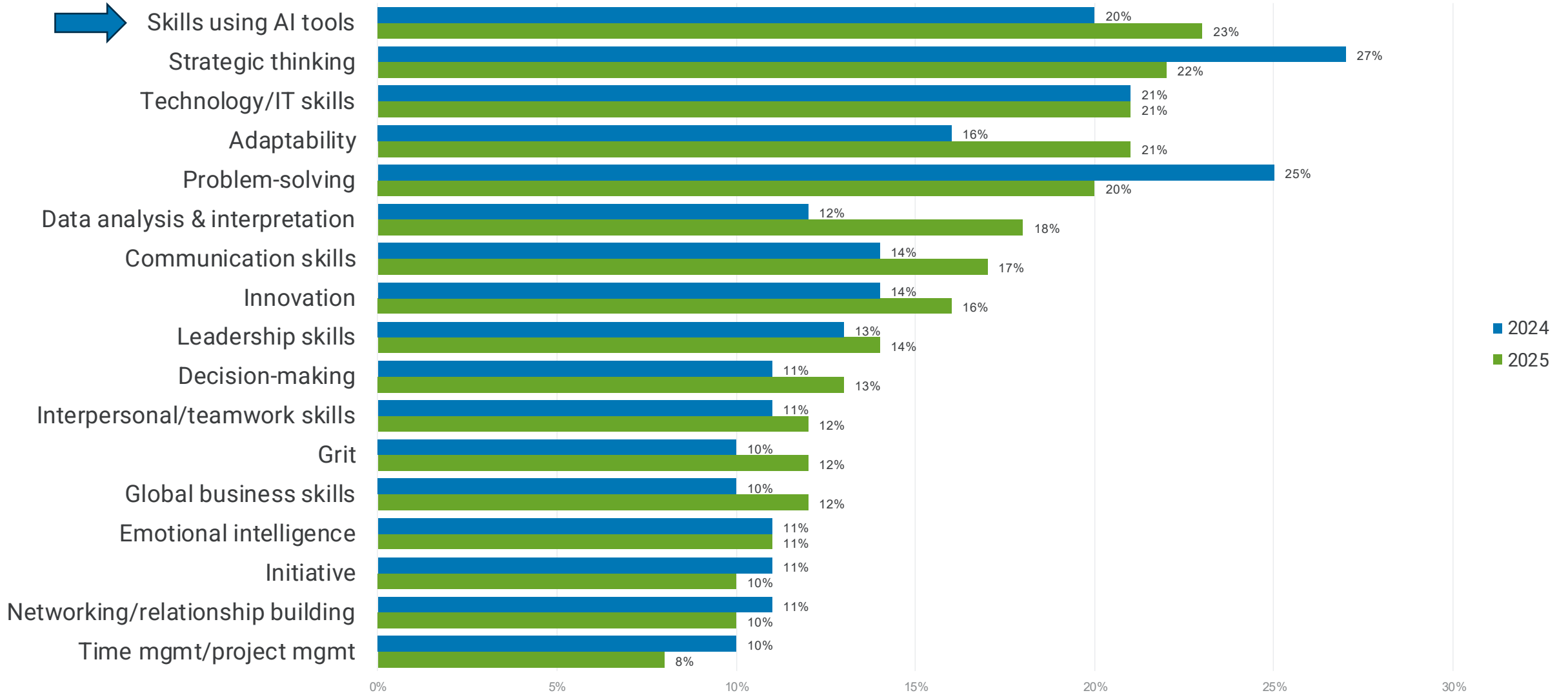
BUILDING CAREER READINESS: A PLAYBOOK FOR HIGHER EDUCATION

Joshua Jones

CEO, QuantHub

Predicted Top 3 Most Important Skills in the Next 5 Years

Share of employers selecting skill in top 3 | GMAC Corporate Recruiters Survey, 2024 & 2025

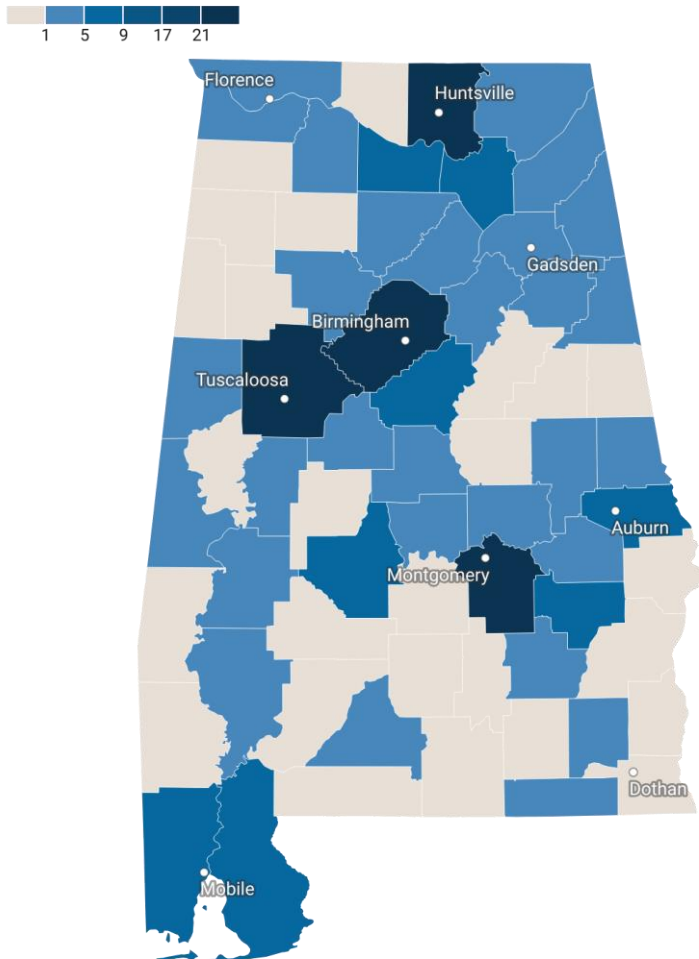


PROGRAM AT A GLANCE



2024-2025 Alabama Data Scholars Applicants

High School applicants have represented 90+ schools across all workforce regions



Open to Alabama high school and undergraduate students

Competitive, employer-led intern selection

8-week part-time summer program

- **Data & AI projects at employers statewide**
 - On-site, virtual, hybrid options
 - Part-time, flex scheduling
 - \$1,200-\$2,400 stipend
- **Plus:**
 - Skills training & micro credentials
 - [Speaker Series](#)
 - Networking & professional development
 - Final presentation event

In first 4 sessions:

120+

Internships
Facilitated

50+

Employers
Engaged

\$4M

Economic
Impact





Home // The job market is rough for young professionals. A bright spot? Hiring in the South.

The job market is rough for young professionals. A bright spot? Hiring in the South.

Maija Ehlinger May 29, 2026



Career-ready in the Age of AI? Only if higher ed rewrites the rules

Academics

By Mark McNeilly & Josh Jones Date: August 19, 2025

Share post: [f](#) [in](#) [x](#) [p](#) [w](#)



The Two-Track Solution



WEEKS 1–2 · Advanced AI Foundations (ALL STUDENTS)

Business Challenges & AI Applications
History & Current State of AI
AI Systems' Fundamental Characteristics
GenAI Use Cases in Professional Workflows
Basic Prompt Engineering Techniques
Ethical & Security Considerations for AI

TRACK A · AI & TECHNOLOGY (10 roles · 23%)

Algo Thinking · Python · SQL
AI Output Evaluation · Critical Thinking for AI
AI Capabilities · AI Code Cognitive Debt · Eval AI Code
Problem Statement · Data Wrangling · Human-AI Partnership
Prompt Components · Reasoning Approaches · Context Eng
Descriptive Stats Excel · Charts · Pivot Tables

TRACK B · DATA & BUSINESS (33 roles · 77%)

Excel Workspace · Descriptive Stats · Charts
Excel Efficiency · COUNT/COUNTIF Functions
Pivot Tables · Advanced Functions · Nested Logic
Critical Thinking for AI · TVRR Evaluation · AI Tool Selection
Prompt Components · Context Engineering · Reasoning
AI for Data Analysis · AI for Project Planning

WHAT EMPLOYERS ASKED FOR

Skill Category	Employers	% Roles	Example Skill Covering
Data Analytics & Business Intelligence	25/43	58%	Critical Thinking for AI Collaboration
Data Visualization & Dashboards	18/43	42%	Prompt Components + Excel Charts
Automation & AI Workflows	17/43	40%	TVRR Output Evaluation + AI Tool Selection
Generative AI / AI Tools	16/43	37%	AI Foundations
Storytelling & Stakeholder Communication	14/43	33%	Chain-of-Thought + Context Engineering
SQL & Database Skills	12/43	28%	Citizen's Guide to SQL
Excel	9/43	21%	Excel for Business Analytics path
AI Agents & Chatbots	8/43	19%	AI Capabilities Framework + AI Code Evaluation
Python	5/43	12%	Working with Python + Algorithmic Thinking
Machine Learning / Predictive AI	4/43	9%	AI Capabilities + Evaluating AI-Generated Code

AACSB 2026 Standard 4.3: Curricula ensure that learners develop agility and an innovative mindset in adapting to evolving digital, analytical, and information technologies that shape business practice, preparing learners to be workforce-ready in a technology-forward environment.

Curricula cultivate responsible and ethical use of technology, emphasizing human judgment, critical evaluation, and appropriate application rather than mastery of specific tools or platforms.

6 BLEEDING EDGE AI SKILLS FOR TODAY'S WORKFORCE

(As of 6/22/26)

Specification and context design: Define the task clearly and give the AI the right information in the right structure.

Evaluation and failure diagnosis: Judge whether AI output is good and identify why it failed when it does not meet the mark.

Agent delegation: Break work into AI- or agent-sized tasks, steer execution, and review the results.

Workflow design: Build repeatable AI processes that balance quality, speed, complexity, and cost.

Trust and governance: Set permissions, review loops, audit trails, and escalation paths around AI workflows.

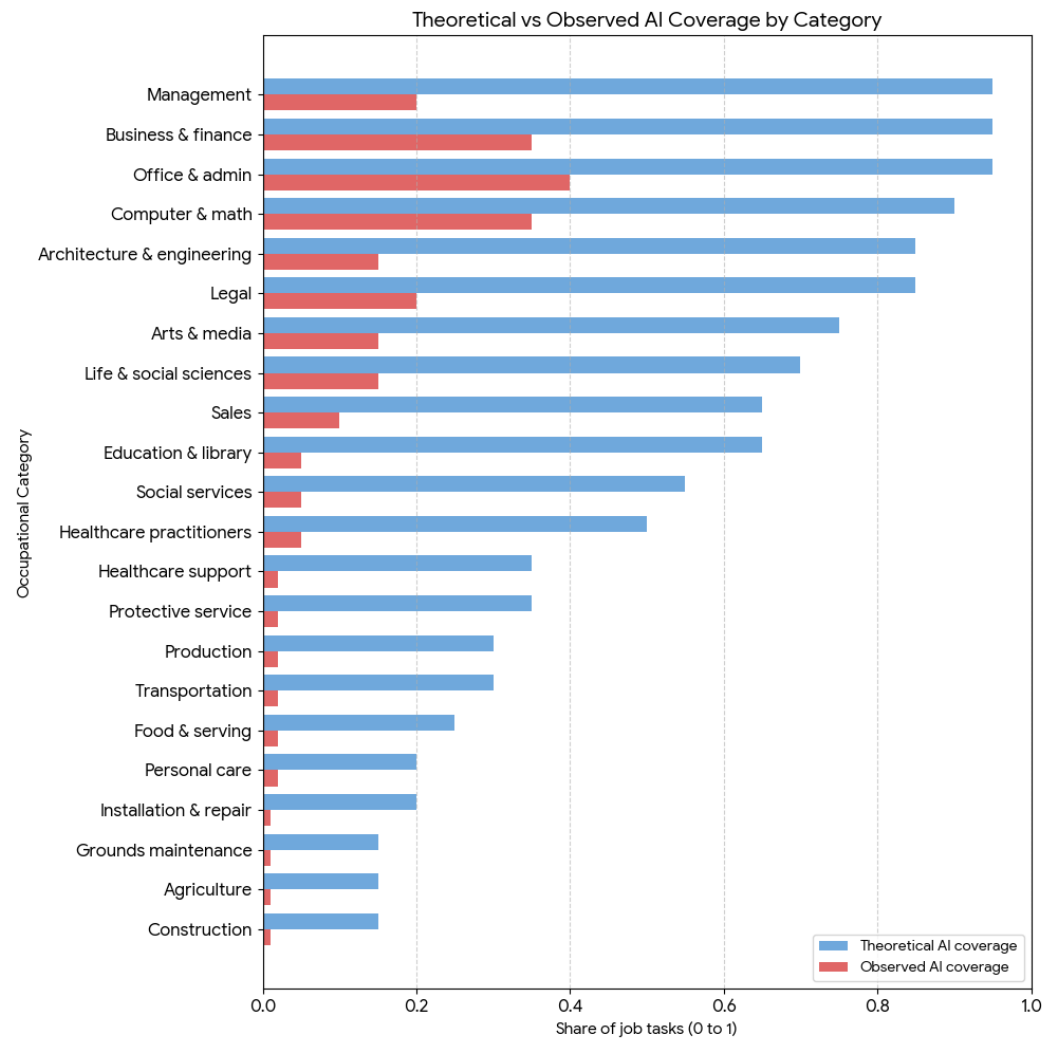
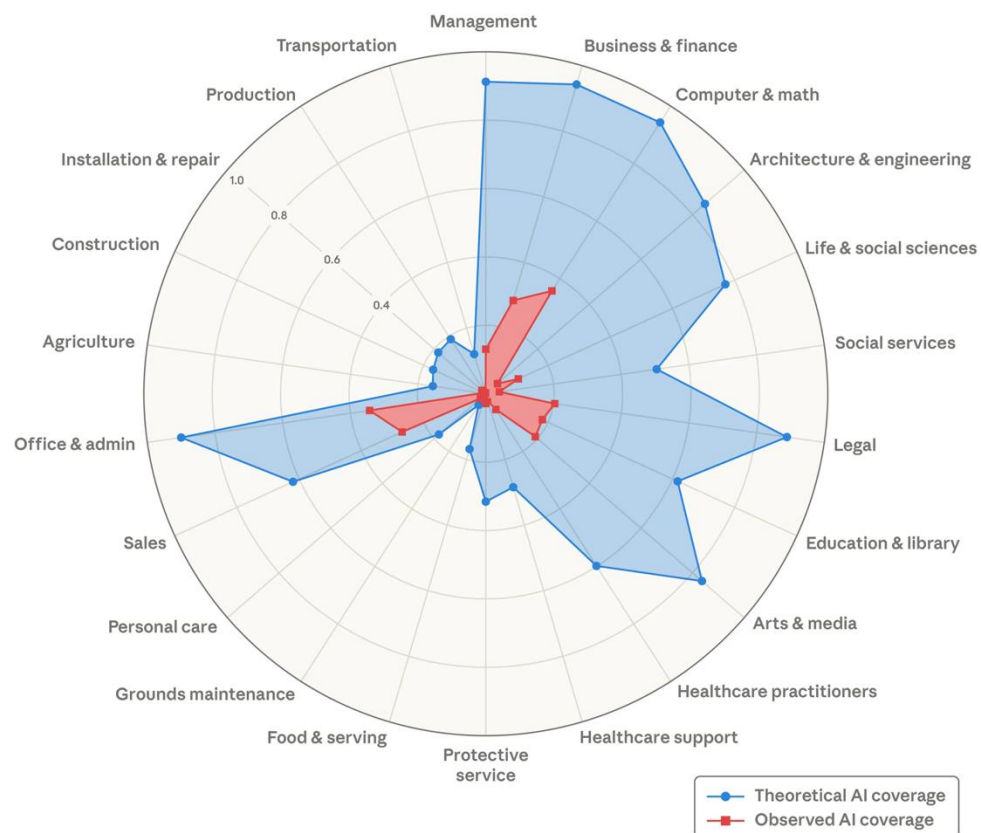
Evidence of judgment: Show tradeoffs, decisions, and proof that you know what you are doing.



AI FLUENCY TOOLKIT

TASK DECOMPOSITION

Theoretical capability and observed usage by occupational category



**“Look how much
more I can do!”**



Application error: a client-side exception has occurred while loading claude.ai (see the browser console for more information)



You've reached the limit for Claude messages at this time.
Please wait before trying again.



You're almost out of usage - your limits will reset at 6:00 PM

Subscribe to Max



Reply to Claude...



Research



Your message will exceed the length limit for this chat. Try
attaching fewer or smaller files or starting a new
conversation.



Something went wrong. Please try again.

Retry



A network error occurred. Please check your connection and try again. If this issue persists
please contact us through our help center at help.openai.com.



Retry



This functionality is undergoing temporary maintenance



The network connection was lost.

Retry

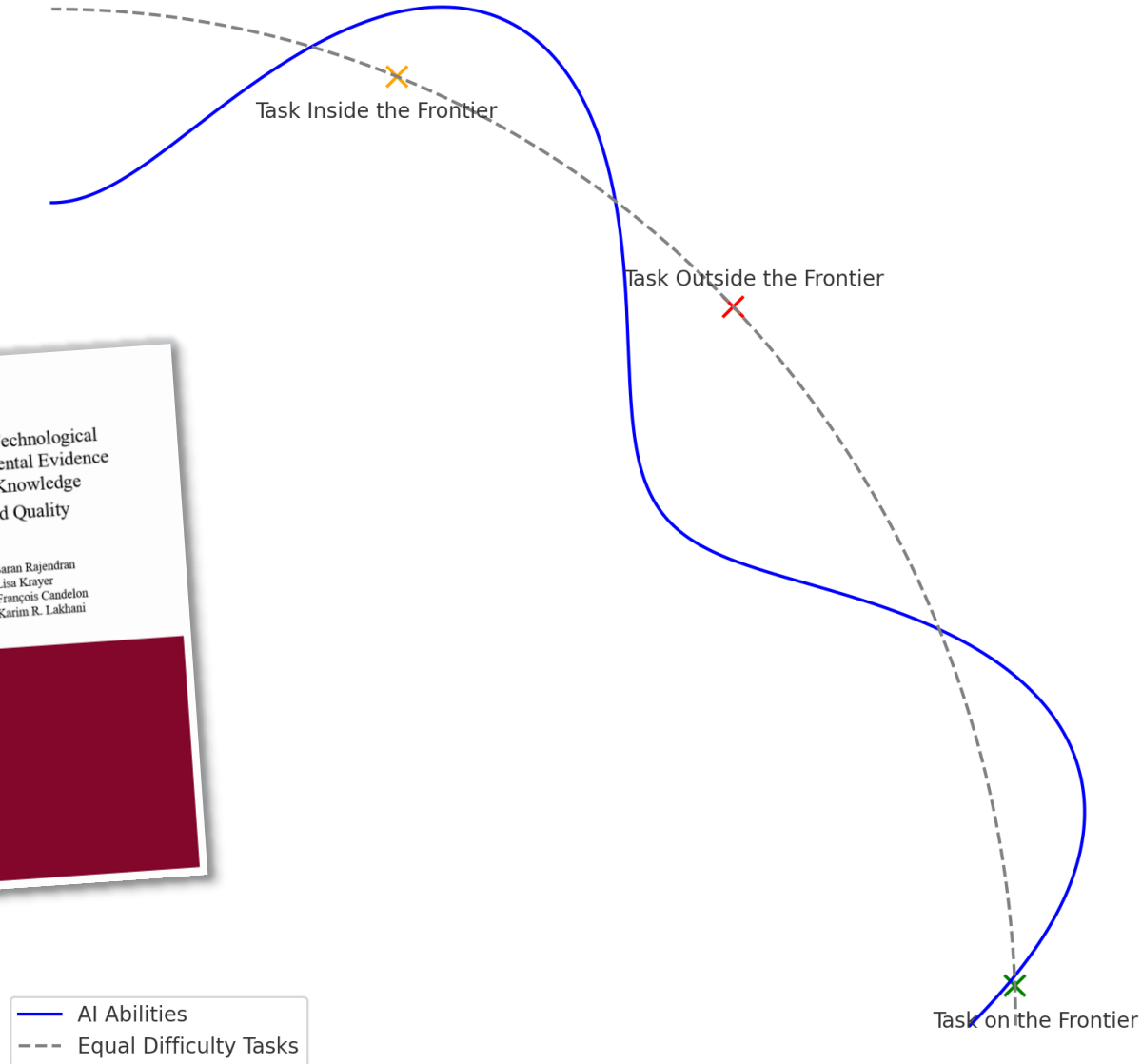
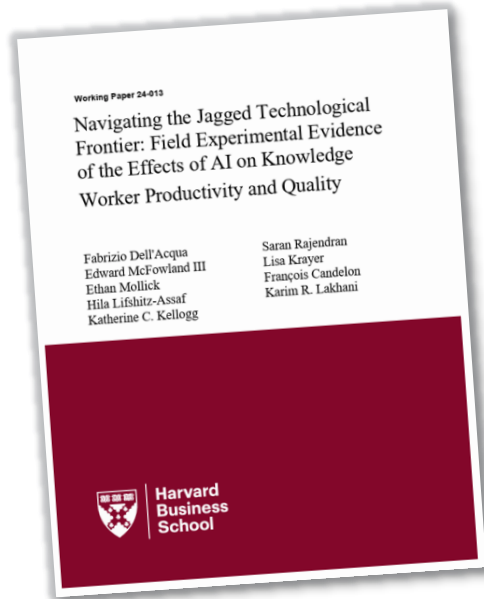


404 Not Found

In the heat of day,
The path dissolves to nothing—
An empty mirage.

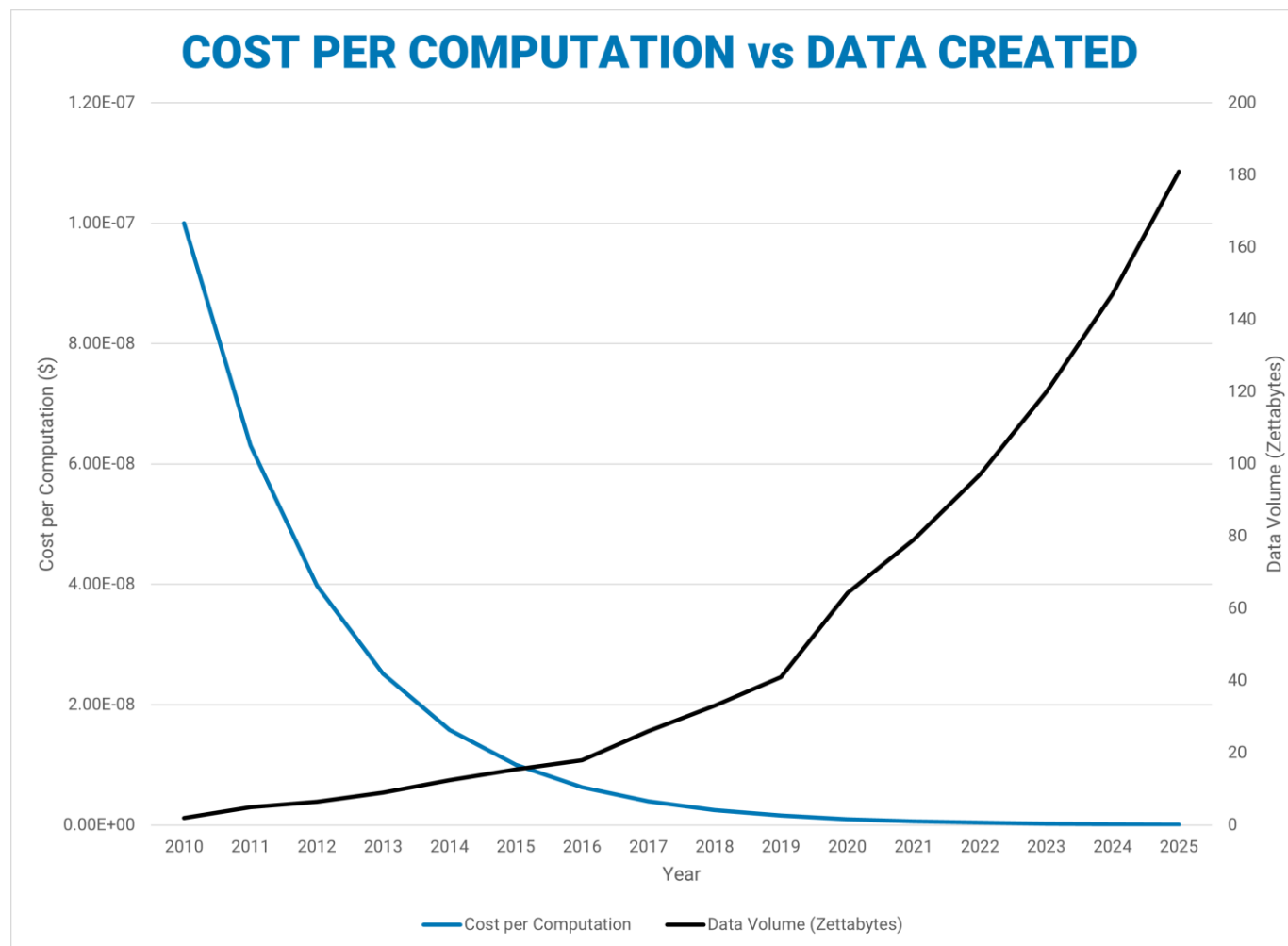


"THE JAGGED FRONTIER"



AI FLUENCY TOOLKIT

EXPECT RAPID
**REFRESH
RATES**

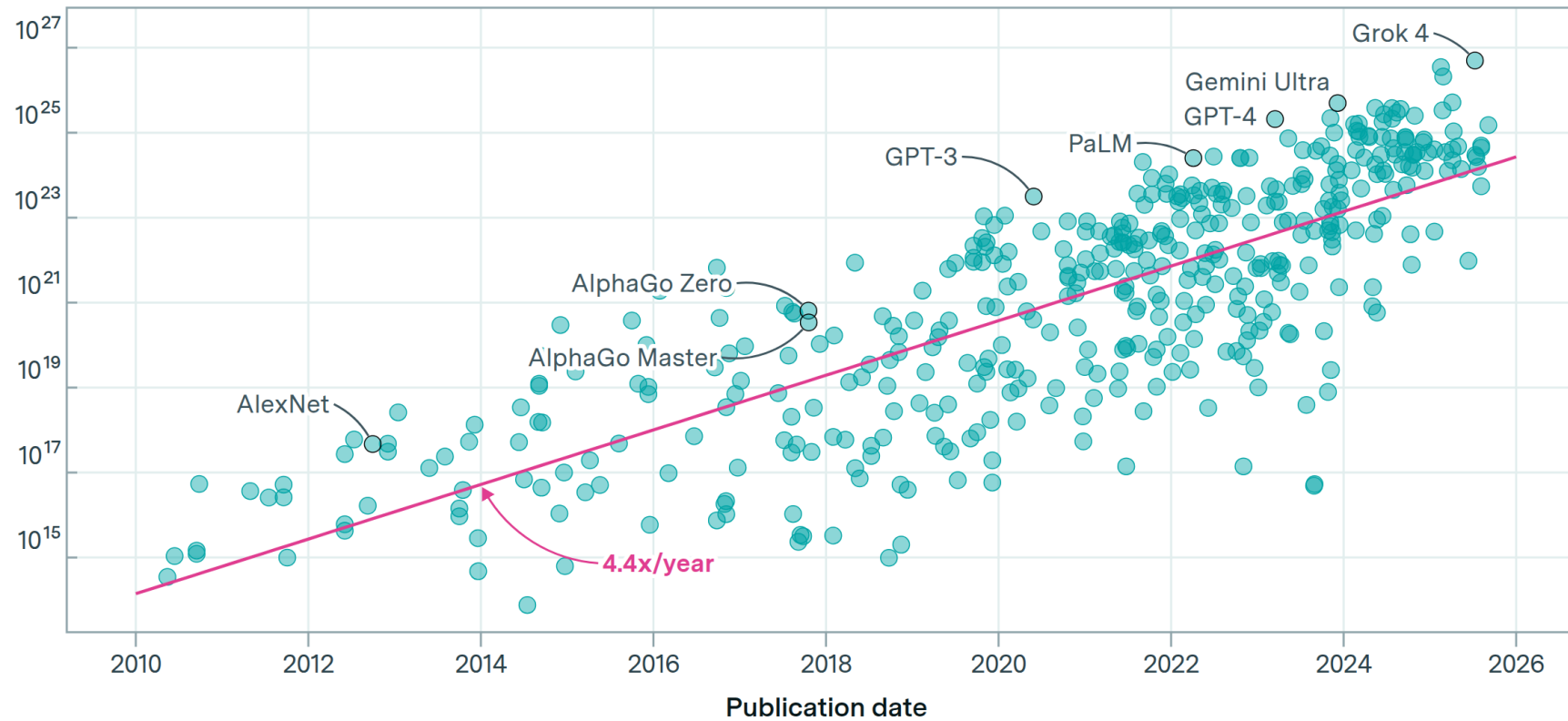


Training compute of notable models

EPOCH AI

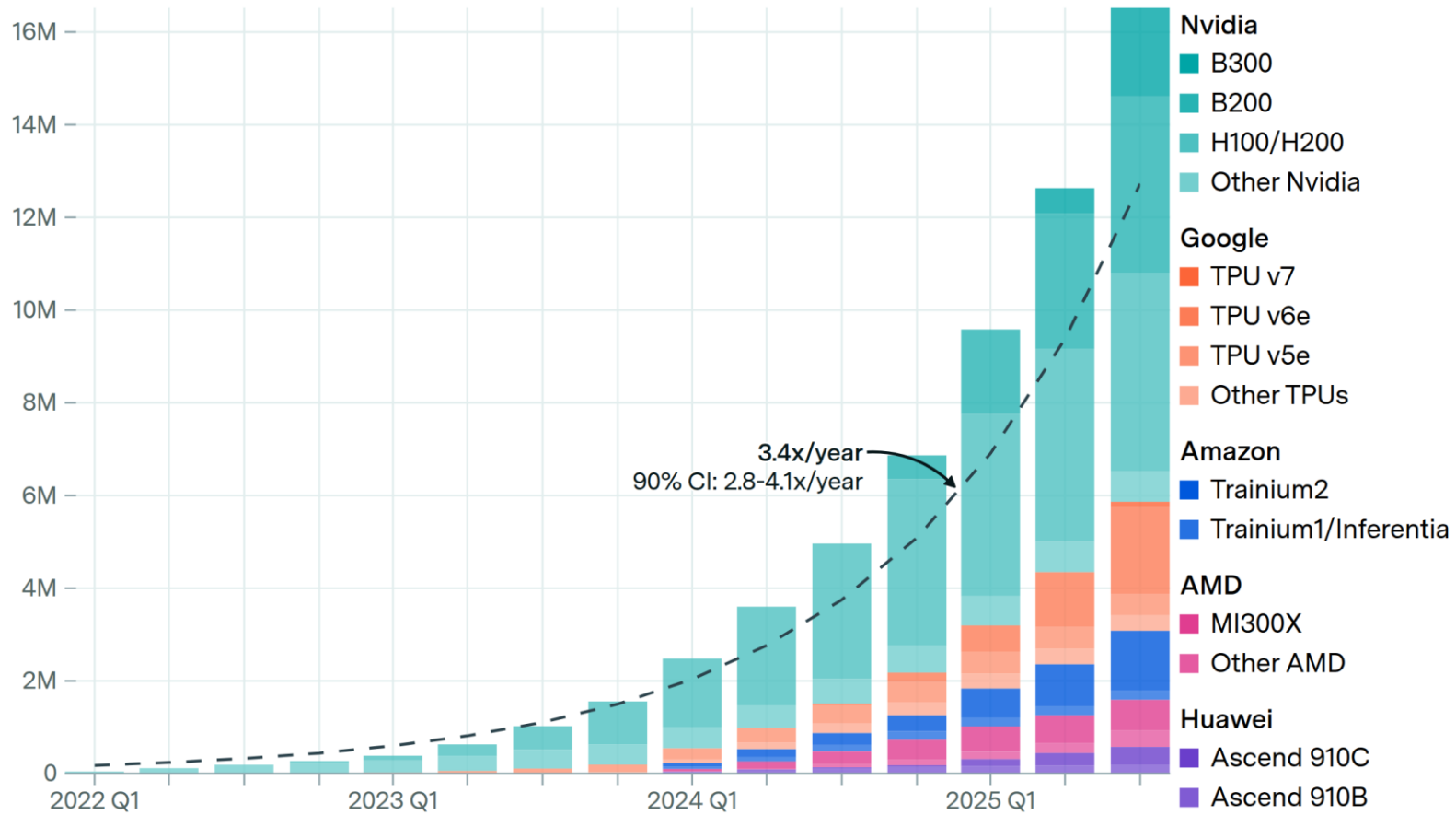
Training compute (FLOP)

443 models



Global AI computing capacity is doubling every 7 months

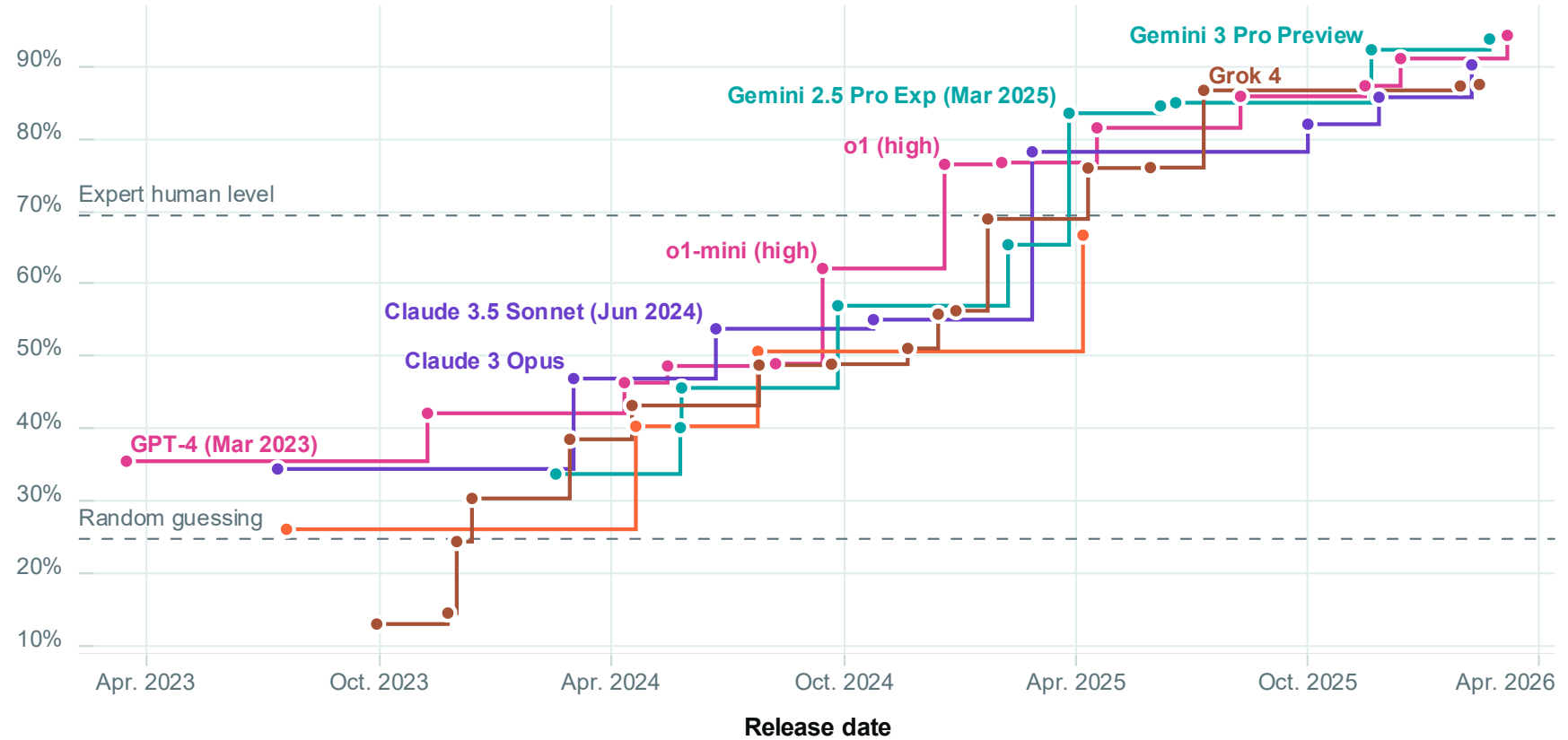
Cumulative compute capacity (H100e)



AI performance on a set of Ph.D.-level science questions

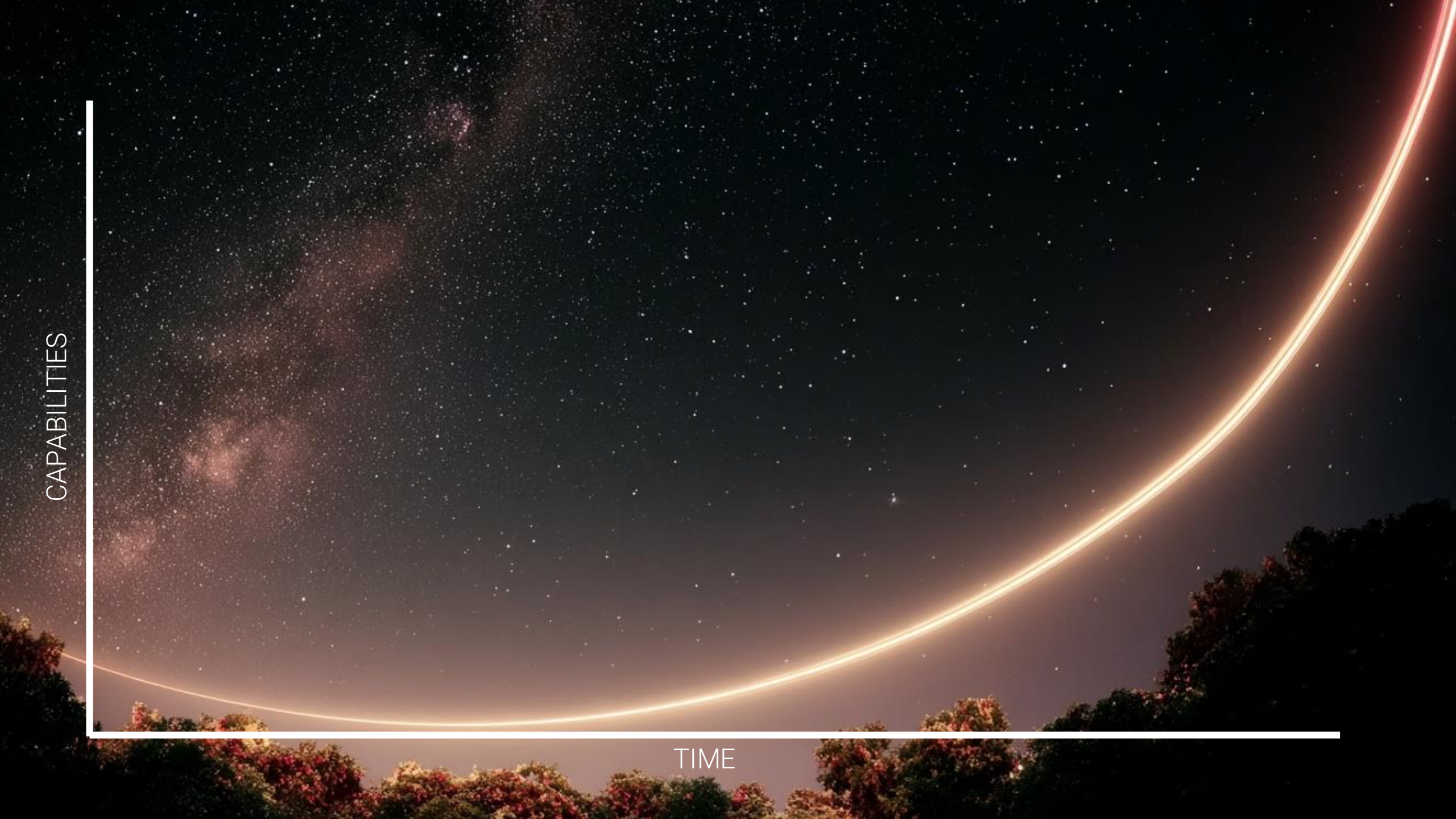
GPQA Diamond accuracy

52 Results



CAPABILITIES

TIME





**Fundamental
Understanding &
Technical
Awareness**



**AI Ethics &
Responsible Usage**



**Practical Skills &
Tool Mastery**



**Critical Evaluation &
Assessment**



**Social Impact &
Communication**



8 VECTORS FOR CAREER READINESS



AI Capabilities

What can AI do?



Process Impact

How is work changing?



Partnership Patterns

Who does what?



Critical Thinking

Why does judgment matter?



Context Engineering

What does AI need from you?



Ethical Frameworks

What's at stake?



Technology Landscapes

Where are the tools headed?



Org Transformation

So what? (Capstone)



AI CURRICULUM REFRESH



Marketing Communications

MKT 3XX | Undergraduate

SAMPLE MODULES



AI-Assisted Copywriting

Draft & refine brand messaging with AI across social, email, and ad copy



Ethics in AI Marketing

Evaluate bias, deepfakes, and disclosure in AI-personalized campaigns



AI Audience Insights

Apply AI-powered sentiment and competitive analysis to inform strategy



Human-AI Quality Control

Assess AI outputs for brand voice, tone, and cultural sensitivity

AutoSave

NCCU_Undergrad_QuantHub_Curriculum_Map

Search (Cmd + Ctrl + U)

Home

Insert

Draw

Page Layout

Formulas

Data

Review

View

Automate

Acrobat

Paste

Calibri (Body)

11

A⁺

A⁻

B

I

U

A

General

Open recovered workbooks? Your recent changes were saved. Do you want to continue working where you left off?

YesNo

L3

	A	B	C	D	E	
1	Course Code	Course Name	Course Description	QuantHub Modules	Status	Rationale
2	MKT 3210	MKT 3210 - Principles of Marketing (3)	Prerequisites: ECON 2200 or ECON 2100. The major objective is to develop in the student the ability to analyze marketing problems, and to provide an introduction to that sector of business activity concerned with the distribution of products to business and consumers. The course describes the background and framework of the marketing structure of modern business organizations. All prerequisite courses must be completed with a grade of "C" or better.	AI in Marketing: • AI Capabilities in Marketing • AI's Impact on Marketing Processes • Human-AI Collaboration in Marketing • Communicating with AI for Marketing Tasks • AI Tools for Marketing	Ready to Deploy	First AI in Marketing mod
3	MKT 3220	MKT 3220 - Healthcare Marketing (3)	Prerequisites: MKT 3210. This course will provide students with an understanding of marketing strategies and practices within the healthcare industry. Concepts such as market segmentation, target market, product positioning, and new product development will be covered and applied to key components of the healthcare industry (e.g. pharmaceuticals, medical devices, health insurance and providers). The structure of sales and marketing organizations as well as ethical issues facing the industry when marketing its products and services will also be discussed.	Proposed: AI in Healthcare Marketing • Explore how AI enables patient journey mapping, personalized health campaigns, and marketing ROI optimization	Proposed Future Module	Proposed module for AI a
4	MKT 3310	MKT 3310 - Business Ethics (3)	Business Ethics is concerned with the analysis and application of moral principles and norms or the clarification of dilemmas of managers and other employees who make business decisions. All prerequisite courses must be completed with a grade of "C" or better.	AI in Marketing: • Ethical Use of AI in Marketing • Critical Thinking for Leveraging AI in Marketing	Ready to Deploy	AI ethical frameworks dir to critical thinking skills
5	MKT 3350	MKT 3350 - Promotion Management (3)	Prerequisites: MKT 3210. This course will study promotion as persuasive communication. It will examine promotion management and its relationship to the overall marketing program. Primary emphasis will be placed on advertising, sales promotion, and personal selling. All prerequisite courses must be completed with a grade of "C" or better.	Proposed: AI-Augmented Promotion Planning & Optimization • Use AI to assist in generating and refining promotional messages while maintaining brand alignment. • Understand how machine learning optimizes media mix, timing, and promotional budgets based on performance data. • Evaluate AI-enabled experimentation tools to support rapid A/B testing and creative optimization.	Proposed Future Module	Proposed module for prom
	MKT 3450	MKT 3450 - Consumer Behavior (3)	Prerequisites: MKT 3210. This course includes an examination of the effects of personality, motivation, perception, learning, attitudes, cultural and social influences, and lifestyle changes on buying situations and how analysis of these	Proposed: AI-Enhanced Consumer Behavior Analysis • Explore how AI identifies patterns in consumer motivation, perception, and attitudes across large datasets to predict buying behavior • Evaluate AI-generated consumer insights critically, understanding the	Proposed Future Module	Proposed module for AI-e

Overview

MKT

ACCT

FIN

ECON

CIS

CSEC

MGT

ENTR

HRM

DSC

STQM

RLST

HADM

CSB

BLAW

PFIN

+

ReadyAccessibility: Good to go

120%