

Curriculum Integration

Level	Students/Users	Course Types	Focus	Practical Applications	AACSB Standards
Year 1	First Time Freshmen, Transfers	Introduction to Business, Personal and Professional Identity Development, First Year Experience, Orientation	Career readiness: Explore major and career pathways	<ol style="list-style-type: none"> 1. Use CK Discovery personality type assessment to match best fit academic majors. 2. Measure changes and progress in decidedness, comfort and needs with Career Decision Profile pre/post assessment. 3. Use Ariel AI Assistant for learning and self-reflection 	Learner Success: 4. Curriculum; 5. Assurance of Learning; 6. Learner Progression
Year 2-3	Sophomores, Juniors	Professional experiential learning, Cooperative education, Internship, Practicum	Internship readiness: Engage in applied / experiential learning	<ol style="list-style-type: none"> 1. Reflect on self-awareness and career interests for more effective informational interviewing, networking and defining purpose. 2. Create AI-supported skill artifacts within majors 3. Complete tactical career development tasks using AI tools (writing résumés and professional communication) 	Learner Success: 4. Curriculum; 5. Assurance of Learning; 6. Learner Progression
Year 4-5	Seniors, Upcoming Graduates	Capstone, Professional Development	Job readiness: Launch into your future	<ol style="list-style-type: none"> 1. Narrow industries and job roles by CK Discovery personality type. 2. Conduct employer, industry, & job research and analysis using AI 	Learner Success: 4. Curriculum; 5. Assurance of Learning; 6. Learner Progression
All Years	Instructors, Academic Advisors	Teaching and learning workshops	Teaching and advising impact	<ol style="list-style-type: none"> 1. Deploy PathAdvisor training to educate staff on theoretical grounding, best practices for referrals and strategies for introducing PathAdvisor in class. 	Learner Success: 7. Teaching Effectiveness and Impact

Integration Example

Texas State University

McCoy College of Business

- **Enrollment:** 4,700 business majors
- **Required Courses:** BA 1310 Intro to Business, BA 3110 Professional Development I, BA 3120 Professional Development II

PathAdvisor Progression	Is the COB right for me Which Major	Internship Readiness	Job Readiness
Every Semester	Y1	Y2	Y3
Required Core Courses with Prerequisites	BA1310	BA3110	BA3120
TXST	Setup (CKD / CDP)	start	start
	Reflection (CDP)	end	end
TRANSFERS Y2	Setup (CKD / CDP)	start	start
	Reflection (CDP)	end	end
TRANSFERS Y3	Setup (CKD / CDP)		start
	Reflection (CDP)		end

Evaluation Domain	Rationale for PathAdvisor Adoption
Instructional Alignment (Learning Outcomes, Course Objectives, AACSB Standards)	<ul style="list-style-type: none"> • Supports self-awareness, decision-making, and exploration of business functions and institution's college majors. • Aligns with AACSB accreditation standards and NACE career competencies. • Strengthens early exposure to industry pathways and goal setting.
Instructional Design & Delivery (LMS Integration, Technical Fit, Faculty Support)	<ul style="list-style-type: none"> • 1EdTech TrustEd LTI 1.3 learning tool certified for Canvas, Blackboard, and other LMS platforms. • Grade sync with pre-configured assignments • Mobile-first, W3C 2.1 disability accessibility compliant. • Includes Career Key Central faculty dashboard for cohort tracking and reporting. • Supported by dedicated U.S.-based customer success team.
Student Engagement & Experience (Interactive, Personalized, Holistic)	<ul style="list-style-type: none"> • Interactive, personalized 5–20 min modules tailored for Gen Z learners. • Promotes self-directed learning and meaningful engagement. • Helps students feel “seen” through institution-branded, tailored experiences and resources.
Evidence of Impact (Student Outcomes, Analytics, Continuous Improvement)	<ul style="list-style-type: none"> • Includes two reliable, validated assessments: Career Key Discovery® and Career Decision Profile®. • Tracks confidence, career clarity, and risk indicators (e.g. low decision comfort). • Provides actionable insights for assurance of learning and retention tracking. • Demonstrated impact at peer institutions (e.g., 30–35% increases in clarity and confidence).
Affordability & Access Cost, Equitable Access, Scale	<ul style="list-style-type: none"> • Costs less than one textbook; available via Inclusive and Equitable Access programs. • Scales across large-enrollment courses with no added faculty burden. • Meets all higher education data, security and FERPA compliance standards.

