CMA Academic Course Policy 2025

V1.1 July 31st. 2025

Definition of academic misconduct

Academic misconduct includes any deliberate attempt to gain an unfair advantage through:

- Plagiarism: presenting work done (in whole or in part) by someone else as if it were your own without proper attribution. Any use of the work of others, whether published, unpublished, or posted electronically; attributed or anonymous, must include proper acknowledgement (quotations, sources, footnotes, etc.).
- Unauthorized use of artificial intelligence (AI): Using AI tools beyond permitted parameters or without required disclosure.
- Cheating: Using unauthorized aids or obtaining advance access to assessments not made available.
- Impersonation: Having others complete work intended to demonstrate your capabilities.
- Fabrication: Creating false data or citations.

Ai tool usage guidelines

AI tools can be used to enhance and support the learning process for research, ideation and editing purposes, but must not replace your original thinking, analysis or demonstration of competency.

Permitted AI applications include:

- Research assistance and topic exploration.
- Proofreading and style editing support.
- Translation assistance for multilingual learners.
- Brainstorming and idea generation (with proper attribution/disclosure).
- Document formatting assistance.

Prohibited applications:

- Use of AI tools during tests, quizzes, or examinations (unless explicitly authorized by the instructor).
- Generation of complete assignments or significant portions (20% or more).
- Using AI to misrepresent your actual knowledge or capabilities.
- Submitting AI-generated work without proper attribution and disclosure.

Disclosure and citation requirements

All AI usage must be properly cited. **Citations must include:**

- The complete text of the prompt used (or shortened version for in-text citations) or the AI chat link when prompts are lengthy.
- The name of the AI tool
- The version of the AI tool
- The publisher/company
- The date the content was created
- The general URL for the tool

For in-text citations:

- Brief reference: (ChatGPT, GPT-4, OpenAI, [date])
- Extended reference when discussing AI-generated content extensively

For reference list/bibliography: "[Full text of prompt used]" prompt. [Name of AI Tool], [Version], [Publisher], [Date content was created], [General URL].

Example: "Explain the key principles of digital marketing strategy" prompt. ChatGPT, GPT-4, OpenAI, 15 Jan. 2025, chat.openai.com.

Best practices for ai usage in CMA courses

1. Always disclose AI usage to your instructor before submitting work.
2. Verify AI use aligns with the learning objectives.
3. Use AI to enhance learning, not replace critical thinking.
4. Fact-check AI-generated content, as AI tools can produce inaccurate information.
5. Document your prompts and AI interactions for potential instructor review.
6. Ensure your own analysis, insights, and conclusions remain the primary content.
7. Review work to confirm it accurately represents your learning.

When in doubt about AI usage for any assignment or assessment, students should:

- Consult with their instructor before using AI tools.
- Seek guidance from CMA learning support staff learning@thecma.ca.
- Review this policy regularly as AI practices evolve.

Penalties for academic misconduct

Students found in breach of this policy will be subject to one or more of the following penalties:

- Written disciplinary warning
- Lower grade on the assignment, examination, and/or class participation
- Lower grade in the course
- Failure in the course
- Expulsion from the course (with failure)

Policy review: This policy will be reviewed annually to ensure it remains current with evolving AI technology and educational best practices.

Last updated: July 22, 2025