

Transforming Business Education: Assignments and Assessments in the Age of Generative AI

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GenAI Tools

- MS Bing Co-Pilot: [Link](#)
- Google Gemini: [Link](#)
- ChatGPT: [Link](#)

Introduction to Generative AI

What is Generative AI ?

A generative artificial intelligence or generative AI (GenAI) is a type of AI system capable of generating text, images, or other media in response to prompts. Generative AI systems use generative models such as large language models (LLMs) to statistically sample new data based on the training data set that was used to create them. These tools are trained by scraping the web and online texts.

ACTOR Prompting Model

Assign Persona: Ask the GenAI to act as a specific persona.

Construct Output: Include the desired output format.

Tailor Details: Include specific details in your prompts.

Offer Examples: Train the model with examples.

Reflect & Refine: Ask the model to show and evaluate its work.

Example

Assign Persona:

Persona: "Act as an experienced political science professor with a focus on international relations."

Construct Output:

Output Format: "Generate a detailed case study document, approximately 1,000 words, structured with an introduction, analysis, and conclusion sections."

Tailor Details:

Details: "The case study should focus on the recent diplomatic interactions between Country X and Country Y. Highlight the key events, the diplomatic strategies used, and the impact on regional stability. Mention any relevant treaties or conflicts."

Offer Examples:

Examples: "Use historical precedents such as the Cold War diplomatic strategies or the more recent EU negotiations with non-member states as a reference for analyzing the strategies in the current scenario."

Reflect & Refine:

Refine: Act as the head of the Political Science department and curriculum committee and evaluate the case study. What criteria did you use? Now rewrite it based on this criteria.

Prompt: Act as an experienced political science professor with a focus on international relations. Generate a detailed case study document, approximately 1,000 words, structured with an introduction, analysis, and conclusion sections. The case study should focus on the recent diplomatic interactions between Canada and France. Highlight the key events, the diplomatic strategies used, and the impact on regional stability. Mention any relevant treaties or conflicts. Use historical precedents such as the Cold War diplomatic strategies or the more recent EU negotiations with non-member states as a reference for analyzing the strategies in the current scenario

Refine:

Act as the head of the Political Science department and curriculum committee and evaluate the case study. What criteria did you use? Now rewrite it based on this criteria.

Co-creation

Demo: Questions

Prompt: Act as a political science professor and create 10 multiple-choice questions tailored for first-year political science students, focusing on the fundamentals of Canadian parliamentary democracy. These questions should explore topics such as the roles of key figures, the legislative process, and the principles of governance in Canada. Each question should include four answer choices, with one correct answer specified.

Example Question: In the Canadian parliamentary system, what happens when the government loses a vote of confidence?

- A) The government dissolves the parliament.
- B) A general election is typically called.
- C) The government continues with reduced powers.
- D) The head of state resigns.

Demo: Case Studies

Act as a faculty member designing a first year introduction to marketing course. Create a case study to support active learning activities in the classroom. The approach to the case should be informed by the work of Karin Schnarr, Meredith J. Woodward.

[Application Example: Assessment Partner](#)

Activity 1: Co-creating Teaching Materials with GenAI

Try

Use the ACTOR model

- Create a case study for your disciplinary area
- Create a set of test questions you could use with your class

Discuss

- What was the output quality?
- What approaches did you use?
- Share other learning materials you create with GenAI

Activity 2: Personalization

Try

Use the prompt below to do the following

- Have the model act as a tutor in your discipline.

Discuss

- What was the output quality?
- What approaches did you use?

Prompt: Act as an expert tutor with a PhD in strategic management and 10 years of experience in industry. Help me learn about market analysis by asking me questions to gauge my understanding and providing detailed explanations. Ask the questions one by one. Start with the first questions

3 Ways AI is Changing Higher Education

Personalized Learning

Prompt: Prompt: Act as an expert tutor with a PhD in strategic management and 10 years of experience in industry. Help me learn about market analysis by asking me questions to gauge my understanding and providing detailed explanations. Ask the questions one by one. Start with the first questions

Co-creation

Evaluative Judgment

Activity 3: Incorporating GenAI in Assignments

Discuss how you are incorporating GenAI assignments in your teaching. Share ideas and strategies for incorporating evaluative judgment, brainstorming and personalization in your assignments.

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Orientation

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AI Assessment Scale

AI ASSESSMENT SCALE (AIAS)



NO AI

AI must not be used

The assessment is completed entirely without AI assistance. This level ensures that students rely solely on their knowledge, understanding, and skills.



AI AS A STUDY TOOL

Use AI to Prepare, Review and Study

Use AI to learn skills and knowledge related to the course content and to prepare for course assessments.



IDEA GENERATION

No AI content in submission

AI can be used to enhance brainstorming, structure creation, and idea generation to improve work.



AI-ASSISTED EDITING

Include original work in appendix

AI can enhance student work for clarity and quality of final output, but cannot create new content



AI OUTPUT EVALUATED

Use AI as instructed; cite AI-content

AI completes task parts; students must discuss and critically evaluate AI output.



FULL AI

Use AI fully in the assessment

Use AI as a 'co-pilot' to enhance creativity and meet assessment requirements.

ADAPTED FROM FURZE ET AL., "AI ASSESSMENT SCALE IN ACTION (MARCH 2024).