Teaching Case

Generative AI in practice:
A Teaching Case in the Introduction to MIS class

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Hook

"With how generative AI is evolving, it seems clear that my next hire is going to be a prompt engineer" (Head of global marketing for Logitech, 2023). A prompt engineer is someone who writes the prompts for the future of work in an AI-generated world. This teaching case presents two ways to bring generative AI into the classroom, and introduces students to prompt writing.

Abstract

Since ChatGPT exploded onto the scene in October 2022, the media has been breathless with their discussion about how it is going to impact many aspects of life and work. In order to bring this new reality of generative AI into the *Introduction to MIS* classroom at both the undergraduate and graduate levels, we have developed two short cases that can be completed in or out of the classroom. These cases allow students to use generative AI for an interesting and useful purpose and develop prompts to deliver the output. Students can begin to learn what generative AI can do for them, and how it can shape their future careers. This case encourages students to think about how they use generative AI, and can also lead to discussions about when to use generative AI and if using generative AI is the correct choice, or not.

A full and updated version of this Teaching Case may be found at https://isedj.org