10 Generative AI Prompts to Transform the College Business Educators Experience
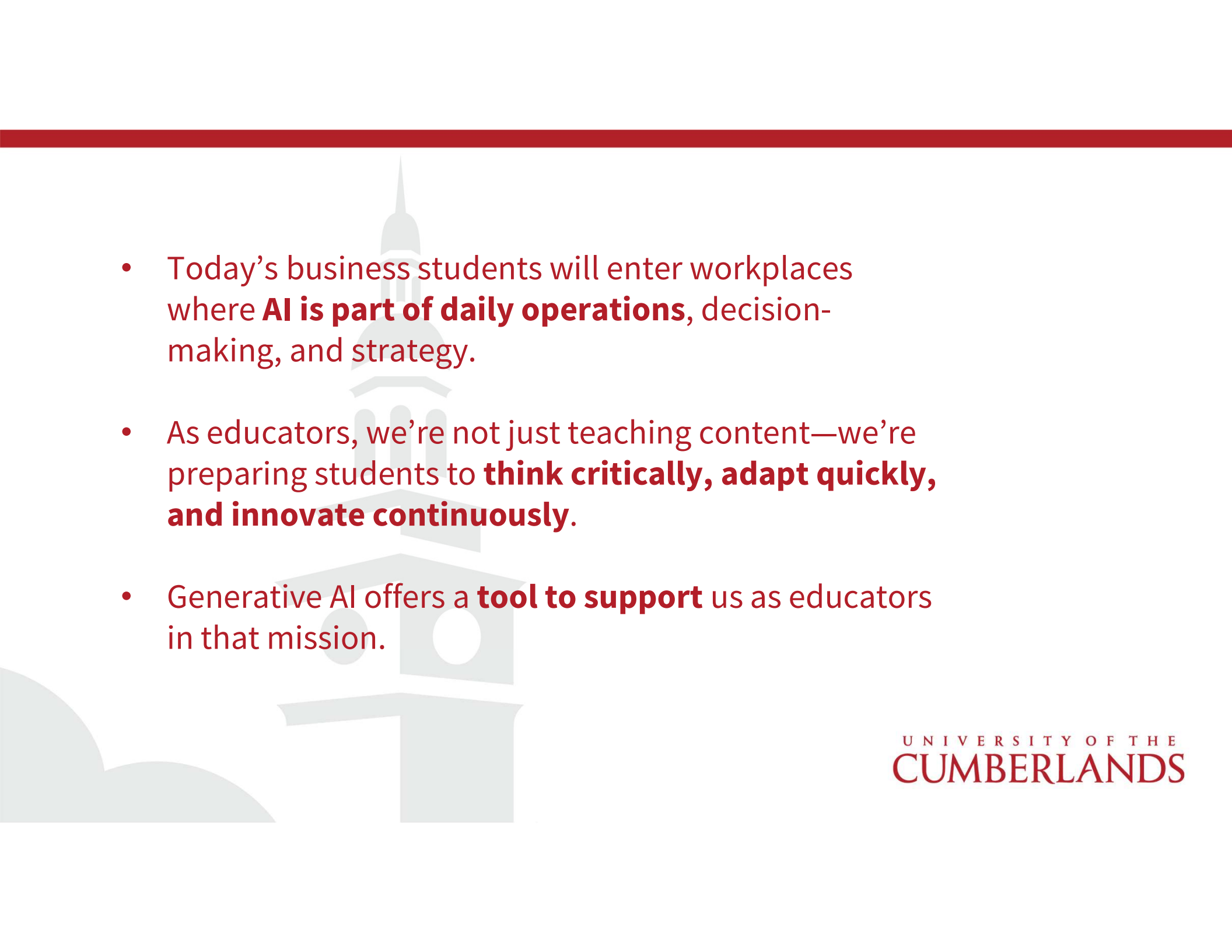
Presenters

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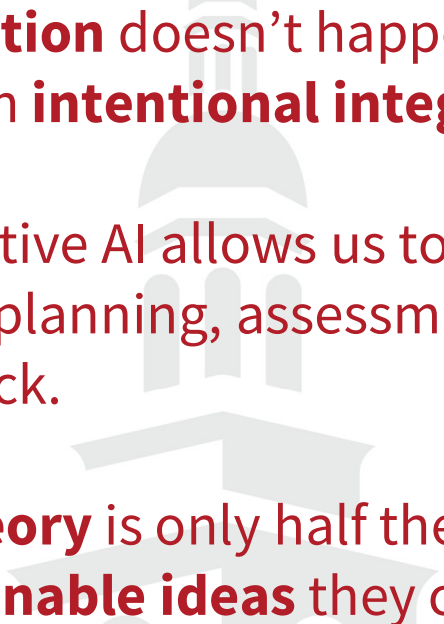**Associate Professor of Business**

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- Today's business students will enter workplaces where **AI is part of daily operations**, decision-making, and strategy.

- As educators, we're not just teaching content—we're preparing students to **think critically, adapt quickly, and innovate continuously**.

- Generative AI offers a **tool to support** us as educators in that mission.

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The Big Question?

**How can we utilize generative AI
to foster innovation in business education?**

- **Innovation** doesn't happen by accident—it happens through **intentional integration**.

- Generative AI allows us to **reimagine** how we approach lesson planning, assessment, engagement, and even feedback.

- But **theory** is only half the equation. What educators need is **actionable ideas** they can try today.

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10 AI Prompts to Supercharge Your Business Teaching Toolkit

COURSE DEVELOPMENT

1

"I'm designing a business course for undergraduate students. The course is [course name]. Can you help outline the key learning objectives and suggest relevant topics or modules to include in the syllabus?"

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LESSON PLANNING

"Create a 50-minute lesson plan for a college-level course in [insert topic, e.g., Principles of Marketing], including objectives, key discussion questions, a brief activity, and assessment ideas."

LECTURE SLIDES

"Generate a slide-by-slide outline for a lecture on [insert topic, e.g., consumer behavior], with bullet points, examples, and suggested visuals or media."

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INSTRUCTIONAL STRATEGIES

4

"Suggest three interactive activities or simulations to teach [specific concept, e.g., negotiation skills or sustainability] in a way that engages students and encourages collaboration."

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REAL-WORLD CONNECTION

"Suggest 3 real-world company examples or current events that illustrate the concept of [insert topic, e.g., competitive advantage] and briefly explain how they relate."

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LEARNING STYLES

"Create three examples of how [specific topic, e.g., business ethics] could be adapted for different learning styles (visual, auditory, and kinesthetic learners)."

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DISCUSSION PROMPT

"Write a thought-provoking discussion prompt for students in an undergraduate business course about [insert topic], including a current event tie-in and follow-up questions."

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OBJECT LESSON

"Create an object lesson to help college business students understand the concept of [insert topic, e.g., opportunity cost, market segmentation, customer lifetime value]. Use a common household item or classroom prop to illustrate the concept in a memorable and interactive way. Include setup instructions, talking points, and a debrief question."

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E-MAIL ASSISTANCE

"Draft a professional and empathetic email response to a student who missed a deadline for a major assignment, offering options for moving forward."

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END-OF-COURSE REFLECTION

"Write a final reflection prompt for college business students that encourages them to connect course content to real-world application and future career goals. Make it open-ended and thought-provoking."

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Innovation doesn't always require an overhaul. Sometimes, it just takes asking better questions— and letting AI help us answer them.

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Challenge

Try just one AI-powered prompt this week.
Use it to build a lesson, create an activity,
or save yourself 30 minutes of prep time.

Then **tell us how it went**—on LinkedIn!

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Questions?

10 Generative AI Prompts to Transform the College Business Educators Experience