

GEN-AI PESTEL ANALYSIS ASSIGNMENT
AGEC 599 Food and Agribusiness Management Strategies
(40 Points)

The objective of this assignment is to generate and assess a PESTEL analysis with Generative AI (please note PESTEL and PESTLE are one and the same thing). A PESTEL analysis is a framework for analyzing the political, economic, social, technological, environmental, and legal factors that can impact a business or industry. At this stage of the project and semester, you will focus on the industry level rather than the company level. You are also to do this work independently. There will be time later in the course to compare notes with classmates.

Please note that the length of these instructions do not reflect the difficulty of this assignment. The level of instructions is designed to give you guidance in the work.

INSTRUCTIONS:

- 1) Select one gen-AI tool to start with. Use some thought about the strength of the tool. For example, you would not want to use DALL-E as it is focused on image generation. Be sure you can save the sessions in the gen-AI tool in a pdf or Word file.
- 2) In this tool you have selected, walk through these prompts.
 - a) Ask it to give you a PESTEL for your selected industry (the one your team selected).
 - b) Review the PESTEL consider the completeness, accuracy, and depth of the content for each section.
 - c) Save your session in a pdf or Word document.
- 3) Start a new session in the same tool. Walk through these prompts.
 - a) Ask the tool to explain what a PESTEL is.
 - b) Follow up with the question of what constitutes a good PESTEL.
 - c) Ask it to give you a PESTEL for your selected industry.
 - d) Ask a detailed question based on the results for one of the sections.
 - e) Save your session in a pdf or Word document.
- 4) Compare your output from the sessions above. Answer the following questions (put them in a separate Word document).
 - a) Please note what gen-AI tool you selected and provide your reasoning for selecting that tool over other options.
 - b) Were there any items in the PESTEL in 2 or 3 above that were surprising – good or bad? Please describe the item and explain why it stood out to you.
 - c) Are there things in the PESTEL analyses that are wrong or worthy of further investigation? What parts would you like to explore more and find data to check the accuracy? Explain anything you noticed along this line of thinking.
 - d) Does setting the context (step 3a & 3b) change the output? If yes, which is better and why?

Submission

When you are done, you should have **three documents to submit in Canvas.**

- 1) PDF of session in step 2
- 2) PDF of session in step 3
- 3) Word document of answers

Grading:

Your report will be graded on the following criteria:

- Complete transcript for each of the sessions requested above. Be sure the tool is clearly identified in the transcripts. (10 points each)
- Thoughtful and substantive answers to the questions posed in question 4. (20 points total – 8 points each for the first two questions and 4 points for the last one)

ADDITIONAL IDEAS TO CONSIDER (NOT REQUIRED)

In a document titled "PESTEL Analysis Assignment - GenAI - Addendum.docx", which is posted on Canvas, you will find additional ideas to try. This document is intended to give those who wish to work with AI more options. Clearly, this is not an all-encompassing list of ways you can engage gen-AI tools, but rather a starting point. Check it out if you would like. If you do, please let Dr. J know what your experience was like, especially if it led you to try something not on the list.