**BU.330.760 Generative AI for Business**

**Instruction and Rubric for Team Project**

You will work in teams of 4 members to develop a generative AI solution using the **Agentic AI workflow**. Every team will work with a collaborator. The instructor will provide a list of potential collaborators, and you are also encouraged to find your own. Feel free to explore collaborations with other schools at JHU, especially Krieger and SAIS, which also reside in HBC.

Deliverable #1: By the day of **Session 3**, please submit the names of your group members to TA or on Canvas.

Deliverable #2: On the day of **Session 7**, one of your team members will submit your final report on behalf of the team through Canvas, together with all the supplemental materials. Grading will be based on the items detailed below. Use external sources where appropriate, and provide clear citation and bibliography. All group members should contribute to the case report and presentation.

Business Case (30%)

* Identify and describe the business case provided by the collaborator.
* Analyze the potential impact of your generative AI solution.

Agentic Workflow (30%)

* Clearly describe your proposed Agentic AI workflow.
* Provide a precise explanation of your technical solution.

Presentation/Demo (30%)

* Each team member must present a portion of the briefing. The presentation time will be shared in class.
* Reading from a script is prohibited. Points will be deducted if any team member reads instead of presenting.

Readability/Style/Mechanics (10%)

* Follow the formatting guidelines provided at the end of this document.
* Structure the report in a clear and logical manner.
* Use credible, properly cited references, and adhere to citation guidelines.
* Incorporate reader-friendly, non-textual elements such as tables and figures where appropriate.

Peer evaluation

* A peer evaluation will be administered at the end of the project. Each team member will be evaluated by all other members on a scale of 1 to 10, where 10 means excellent contribution.
* If all team members contribute to the project equally, they will share the same grade for the project. Otherwise, the peer evaluation results will affect your final score for the project.
* For example, if your team effort score is 25, and you receive an average peer evaluation score of 8 out of 10, then your final project grade will be 25\*80%=20.

**Format guideline:**

* **The project report should be in the format of a PPT deck.**
* Use and submit a PPT deck that will consist of the slides your team will use for its presentation, plus annotations using the Notes feature of PowerPoint.
* Use the Notes feature of PPT to expand on the slide content, and to explain details of your project on the suggested components.
* Maximum number of slides is 12.
* Your first slide must be a title slide that includes the names of all team members.