

Innovation mindset

Excellence unleashed: GenAI for accounting innovators

Overview

Generative AI (GenAI) is transforming how businesses operate and how professionals approach their work. Within accounting, GenAI tools can streamline data analysis, automate routine tasks, support decision-making and foster greater innovation. As future accounting leaders, it's essential that you explore these emerging technologies and learn to integrate them into your professional toolkit.

Your task

You will conceive, design and prototype an accounting-related solution that leverages GenAI. The solution could be a tool, a process improvement, a workflow enhancement, a simple application or any other solution that supports the work of accounting professionals or accounting students. The scope of this assignment is intentionally broad to encourage creativity and self-directed learning.

Technology and approach

You may use any GenAI tool or platform, application programming interface (API), coding framework or other relevant artificial intelligence (AI) technology. If your final solution is ambitious, a working prototype or proof of concept (rather than a finished deliverable) is acceptable. However, there must be tangible evidence that you used GenAI either to build or improve your solution, or as an integral feature of the solution you create.

Demonstration and presentation

You will present and demonstrate your GenAI-enhanced solution to your classmates. The presentation should be seven to 10 minutes total, including time for questions. A select number of students may be asked to share their solution with the entire class. Your presentation should clearly explain:

- ▶ The problem or opportunity you addressed.
- ▶ How GenAI was used to develop or power the solution
- ▶ What you learned from the process (teach others so they learn from you)
- ▶ A demonstration of the working features
- ▶ Any ethical considerations related to the use of GenAI in the solution

Evaluation criteria

You will be evaluated by your peers using the following rubric.

Criteria	5 – Exceptional	4 – Excellent	3 – Good	2 – Satisfactory	1 – Needs Improvement
Effective use of GenAI	Fully integrates GenAI to address a well-defined need or problem in accounting	Effectively integrates GenAI, addressing a specific problem with minor limitations	Uses GenAI with some relevance to the problem but lacks clarity in purpose	Use of GenAI present but limited, with unclear problem-solving value	Use of GenAI minimal, irrelevant or fails to address the problem
Learning and innovation	Demonstrates significant learning, creativity and innovative problem-solving	Shows strong effort in learning new tools, applying them creatively and addressing the problem	Reflects moderate effort to learn and apply GenAI, with some innovative elements but limited depth	Minimal evidence of learning or creativity	No meaningful evidence of learning, creativity or innovation
Presentation quality	Presentation is clear, engaging and organized, with strong delivery	Presentation well structured, mostly engaging and clear	Presentation is adequately structured but lacks polish or engagement	Presentation is unclear or poorly organized	Presentation is confusing, incomplete or unengaging
Overall assessment	Very impressed with solution and presentation	Impressed with solution and presentation	Somewhat impressed with solution and presentation	Not impressed with solution and presentation	Solution and presentation seriously lacking

You are encouraged to seek out resources, learn new tools and challenge yourselves. This project is as much about the journey — learning to work with GenAI in an accounting context — as it is about the final deliverable.