Appendix – MBA Portfolio Assignment

Alex Morgan

1. LLM Prompt Used

"Create an outline and sample text for a one-page MBA student portfolio using Quarto and Markdown for a student in the 'Application of AI in Business' course at UCW."

2. LLM-Generated Draft Output

Outline:

1. Title + Name

2. About/Bio

3. Education

4. Professional Experience

5. Projects (optional)

6. Skills

7. Contact Info

Sample Markdown:

```
# Jordan Lee – MBA Candidate

## About Me
```

I'm a results-driven MBA candidate at XYZ Business School with a background in marketing and

Education
XYZ Business School
MBA, Expected 2026

University of ABC
BA in Communication, 2020

Experience
Growth Strategy Intern - ABC Tech
- Developed go-to-market strategy projected to increase revenue by 15%
- Conducted market research on three customer segments

Marketing Associate - DEF Goods
- Led brand campaign, improving market share by 8%
- Managed cross-functional team

Skills
- Strategic Planning
- Tableau & Excel
- Business Development

Contact
  jordan.lee@email.com
  [LinkedIn](https://linkedin.com/in/jordanlee)

3. Reflection & Commentary

I used ChatGPT to generate a structural outline and draft sample for my MBA portfolio assignment. This helped me brainstorm an efficient layout and content organization. I chose to keep the overall headings and general format but rewrote all the content using a fictional persona "Alex Morgan," an MBA student enrolled in BUSI 654.

I modified company names, academic experiences, tools (like Power BI, GPT APIs), and tone to match a student working with AI applications in business. All content was checked for originality, tone, and accuracy. The Markdown formatting and Quarto rendering options were also adjusted for GitHub Pages compatibility.