



# hybot

#### Pilot Teachers' Real-World Experiments

Introducing the "SpiderBot" – an experience report by Prof. Dr. Ralf Brüning











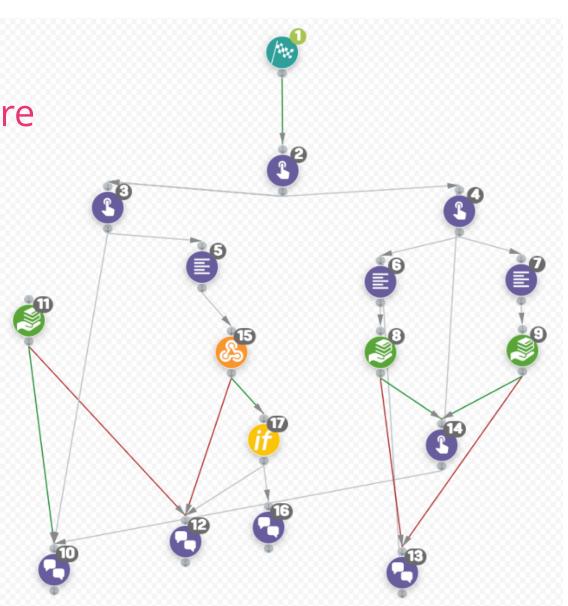




#### 1. Initial situation / background

- Students of the study program: craft management
- Module: Company Foundation
  - Topic of the module: market research
  - Main topic of the pilot event: "Porters 5 Forces" and "SWOT-Analysis"
- Five students in classroom, two online
  - Need for time and place flexibility
  - Different prior knowledge





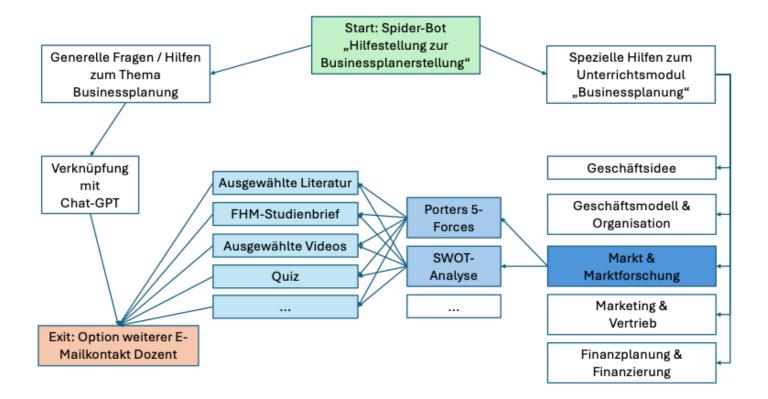


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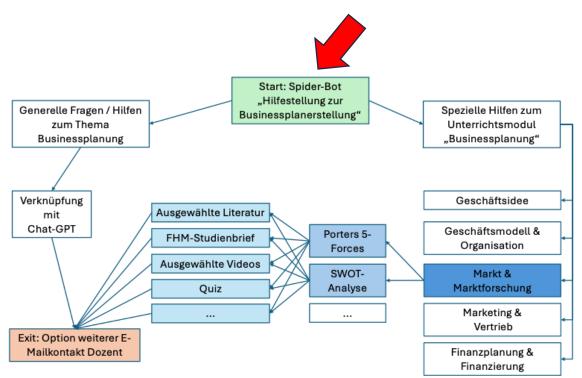
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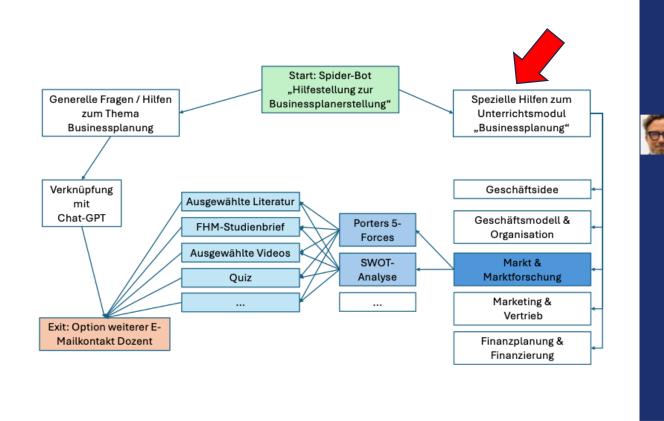
## G Spiderbot $\sim$ Willkommen zum Spiderbot, Ihrem Helfer zur Erstellung eines Businessplans! Ja, ich möchte Unterstützung bei der Businessplanerstellung



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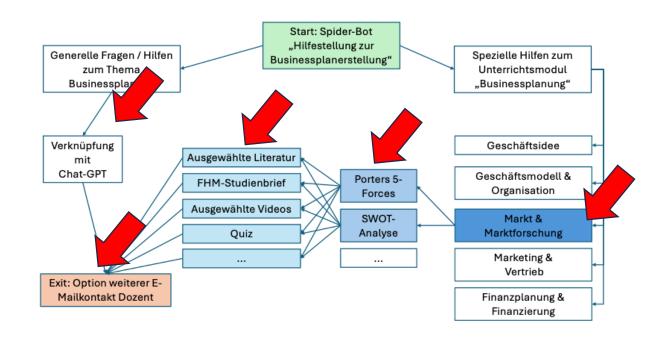




#### imes Abbrechen







### G Spiderbot

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← Zurück

Die Kenntnis des Zielmarktes bzw. der Branche sowie die entsprechenden Umfeldbedingungen sind essentiell, um eine neue Unternehmung erfolgreich starten zu können. Porters 5-Forces sowie die SWOT-Analyse sind zwei bewährte Instrumente, um die Ausgangssituation der Branche gut einschätzen bzw. die strategische Ausrichtung Ihrer Unternehmung vornehmen zu können bmit möchten Sie begin Porters 5-Forces SWOT-Analyse

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#### 3. Implementation of the pilot event

- 1. Background of teaching situation & presentation of the Spider-Bot concept
- 2. Explanation topic of market research in context of business planning
- 3. Using the Chatbot (knowledge hub: teaching materials)
- 4. Specific application of the instruments with the help of chatbot (knowledge hub: chat GPT)
- 5. Presentation and discussion of results chabot as stimulus for discussions





#### 4. Conclusions / lessons learned

- Exciting and positive experiment for students & me
- Chatbot optimization is needed (technical and content)
- Strengths: Innovative teaching and learning approach, time and place independent learning atmosphere, helpful ideas and discussion stimulus through the chatbot
- Weaknesses: high initial time expenditure and constant optimization necessary to improve the accuracy of the answers

Last but not least....





#### Thank you very much for your attention!