

Supplemental Appendix Material

Appendix A. Summary of the textbook content related to the study question mentioned in Prompt 1.

Below is a summary of the textbook content related to the study question in Prompt 1. This summary was generated using Pearson's AI-powered study tool in MyLab (Krajewski and Malhotra 2024). Pearson describes the tool as grounded in vetted, Pearson-authored content associated with the relevant course materials (Pearson 2025). General-purpose GAI platforms such as ChatGPT, by contrast, are not necessarily restricted to the assigned textbook, and their retrieval capabilities may vary by platform, model, access tier, and availability of web-search functionality. The same summarization task could be completed with another approved GAI tool if the relevant course materials are supplied and the resulting summary is verified against them. The prompt should instruct the tool to preserve the organization, categories, and format of the supplied materials while including all key points.

Here's a summary of your current section:
<p>Competitive Priorities</p> <ul style="list-style-type: none"> • Competitive priorities are critical operational dimensions a process or supply chain must possess to satisfy internal or external customers. • Nine competitive priorities are identified, categorized into cost, quality, time, and flexibility: <ul style="list-style-type: none"> • Cost: * Low-cost operations: Delivering products/services at the lowest possible cost. Example: Costco designs operations for efficiency to provide low prices. • Quality: * Top quality: Delivering outstanding products/services. Example: Rolex is known for precision timepieces. * Consistent quality: Producing services/products that meet design specifications consistently. Example: McDonald's standardizes processes to ensure consistent quality. • Time: * Delivery speed: Quickly filling customer orders. Example: Netflix's integrated system allows rapid access to content. * On-time delivery: Meeting delivery-time promises. Example: UPS uses logistics expertise to ensure timely deliveries. * Development speed: Quickly introducing new products/services. Example: Zara rapidly brings new fashion designs to market. • Flexibility: * Customization: Satisfying unique customer needs by changing designs. Example: Ritz Carlton customizes services for individual guests. * Variety: Handling a wide assortment of services/products efficiently. Example: Amazon delivers a vast variety of items reliably. * Volume flexibility: Adjusting production rates to handle demand fluctuations. Example: USPS designs processes to manage peak demand fluctuations. • Time-based competition: Emphasizes delivery speed and development speed. Example: Zara uses this strategy to quickly develop and deliver new fashion items, enhancing profitability. • Linking to corporate strategy: Management assigns competitive priorities to processes and supply chains based on customer needs. These priorities may evolve over time with changing business conditions and customer preferences. Example: The competitive priorities for color ink-jet desktop printers shifted from consistent quality and delivery speed during ramp-up to low-cost operations and on-time delivery as

Here's a summary of your current section:

demand increased.

Order Winners and Qualifiers

- **Competitive priorities** help a firm be more competitive by responding to market demands.
- **Order winners** are criteria that differentiate a firm's services or products from competitors, including:
 - Price (supported by low-cost operations)
 - Quality, time, and flexibility
 - Non-operational criteria like after-sale support, technical support, and reputation
- **Order qualifiers** are the minimal criteria required for a firm to compete in a market segment. Meeting these does not ensure success but allows the firm to compete.
- **Order winners and qualifiers** are crucial for designing and managing processes and supply chains.
- If a firm does not meet the minimum threshold for an order-qualifying dimension (e.g., consistent quality), it will be disqualified from consideration by customers.
- Example: The Yugo car failed in the U.S. market due to poor quality despite its low price.
- Firms can gain more sales by improving order-winning dimensions (e.g., lowering prices) as long as order qualifiers (e.g., consistent quality) are met.
- Example: Toyota Corolla and Honda Civic have succeeded by maintaining consistent quality and offering competitive prices.
- In competitive bidding, suppliers must first meet order qualifiers (e.g., consistent quality) before being considered based on order winners (e.g., low prices, reputation).

Using Competitive Priorities: An Airline Example

- **Competitive priorities** for airlines differ between first-class and coach passengers.
 - First-class passengers prioritize top quality and on-time delivery.
 - Coach passengers prioritize low-cost operations, consistent quality, and on-time delivery.
- **Core services** for both segments include ticketing, seat selection, baggage handling, and transportation.
- **Peripheral services** differ significantly:
 - First-class: separate lounges, preferred treatment, comfortable seats, better meals, personal attention, high courtesy, low passenger volume.
 - Coach: standardized services, courteous attendants, low prices.
- **Core processes** in airlines include customer relationship, new product development, order fulfillment, and supplier relationship.
- **Competitive priorities across core processes:**
 - **Low-Cost Operations:** Minimize costs in supplier relationships and order fulfillment.
 - **Top Quality:** Focus on high-quality service in new product development, order fulfillment, and customer relationship.
 - **Consistent Quality:** Ensure quality in supplier relationships, order fulfillment, and customer relationship.
 - **Delivery Speed:** Provide immediate information in customer relationship.
 - **On-Time Delivery:** Maintain tight schedules in supplier relationships and order fulfillment.
 - **Development Speed:** Quickly bring new services to market in new product development.

Here's a summary of your current section:

- **Customization:** Create unique services in new product development.
- **Variety:** Manage diverse inputs and maintenance in supplier relationships and order fulfillment.
- **Volume Flexibility:** Efficiently handle supply variations in supplier relationships.
- **Corporate strategy** drives the design of operations strategy, determining competitive priorities based on market analysis.

Managerial Challenge

- EuroTran AG is a leading producer of automobile components, emphasizing high quality, on-time delivery, and product variety.
- The company faces increased demand from OEMs like BMW, Mercedes, and VW, necessitating expansion despite limited production capacity.
- A global strategic planning committee, led by Emma Rothkopf, was formed to assess and enhance EuroTran's operations strategy.
- The committee's market analysis indicated the need for at least two new manufacturing plants, with considerations for location (Europe, Asia, or the US) and automation levels.
- Competitive priorities in operations strategy are essential operational dimensions that processes or supply chains should emphasize to meet customer needs.
- These priorities fall into nine broad areas related to cost, quality, time, and flexibility, guiding the design of services/products and the development of organizational capabilities.

Appendix B. Summary of the textbook content related to the study question mentioned in Prompt 2.

Below is a summary of the textbook content related to the study question in Prompt 2. The summary was generated using Pearson's AI-powered study tool in MyLab. As with the Appendix A summary, another approved GAI tool could be used if the relevant course materials were supplied and the resulting summary verified against them.

Here's a summary of your current section:**Managing Demand**

- **Managers can manage demand patterns** by understanding the timing and sizing of customer demand and using options to alleviate avoidable swings.
- **Accurately forecasting customer demand** is challenging due to the variability in demand for services and goods.
- **Example:** Demand for lawn fertilizer increases in spring and summer, but the heaviest demand weekends depend on uncontrollable factors like weather.
- **Demand swings are costly** to satisfy, even if predictable.
- **Two key strategies for managers:**
 - Understand the demand pattern they are facing.
 - Use options to alleviate avoidable demand swings.

Here's a summary of your current section:

Demand Patterns

- **Time series:** Repeated observations of demand for a service or product in their order of occurrence.
- **Five basic patterns of demand time series:**
 - **Horizontal:** Fluctuation of data around a constant mean.
 - **Trend:** Systematic increase or decrease in the mean of the series over time.
 - **Seasonal:** Repeatable pattern of increases or decreases in demand depending on the time of day, week, month, or season.
 - **Cyclical:** Less predictable gradual increases or decreases in demand over longer periods (years or decades).
 - **Random:** Unforecastable variation in demand.
- **Cyclical patterns** arise from:
 - **Business cycle:** Factors causing the economy to move from recession to expansion over several years.
 - **Service or product life cycle:** Stages of demand from development through decline.
- **Random variation:** Results from chance causes and makes every forecast ultimately inaccurate.
- **Combination of patterns:** Horizontal, trend, seasonal, and cyclical patterns combine in varying degrees to define the underlying time pattern of demand for a service or product.

Demand Management Options

- **Demand management** involves changing demand patterns using various options to match supply with demand.
- **Complementary products** help even out resource loads by producing items with different demand cycles but similar resource requirements. For example, matzoh ball manufacturers can expand to year-round products like canned soups.
- **Promotional pricing** increases sales during slack periods with creative pricing strategies, such as rebates, seasonal discounts, and two-for-one deals.
- **Prescheduled appointments** level demand by assigning specific service times, ensuring high utilization of service personnel. Examples include doctors, dentists, and auto repair shops.
- **Reservations** allow customers to book facilities or services in advance, helping managers level demand and handle no-shows with overbooking and penalties.
- **Revenue management** varies prices for different customer segments to maximize revenue from existing capacity. It is effective when fixed costs are high, variable costs are low, and capacity is perishable. Examples include airlines and hotels.
- **Backlogs** accumulate customer orders for future delivery, allowing manufacturers to manage production during high demand periods. This is common in make-to-order strategies.
- **Backorders and stockouts** are last-resort options where customer orders are delayed (backorders) or lost (stockouts). These can lead to customer dissatisfaction and should generally be avoided.
- **Combining demand options** can be effective. For instance, offering discounts for large orders placed well in advance helps smooth production processes and reduce costs.

Appendix C. GAI Platform Responses to Prompt 1: Walmart Order Qualifiers and Order Winners.

This appendix presents the responses generated by submitting Prompt 1 to ChatGPT, Gemini, and Claude. The extensive responses were subsequently summarized into one paragraph using the second-pass request. The resulting platform responses are presented in Table C.1.

[Table C.1]

Appendix D. GAI Platform Responses to Prompt 2: Promotional Pricing as a Demand Management Strategy.

The resulting platform responses are presented in Table D.1.

[Table D.1]

Appendix E. Assessment Rubric for the GLF Case Project.

The complete assessment rubric is presented in Table E.1.

[Table E.1]

Appendix F. Student Survey Instrument: GAI Learning Framework Evaluation.

Course: Operations Management (Undergraduate, 300-level)

Administration: End of Fall 2025 Semester (December 5–7, 2025)

Format: Anonymous, voluntary online survey (Google Forms)

Purpose: To evaluate student perceptions of the GAI Learning Framework.

Section 1: Background Information

Q1. What is your declared major or area of study?

- Accounting / Finance
- Management / Marketing
- Operations / Supply Chain
- Human Resource Management (HRM)
- General Business
- Economics
- Other: _____

Q2. Before this course, how familiar were you with generative AI tools (e.g., ChatGPT, Gemini, Claude)?

- Not familiar at all
- Slightly familiar
- Moderately familiar
- Very familiar

Section 2: Likert-Scale Items

Please rate your level of agreement with each statement below using the following scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Construct 1 –Cognitive Load / Scaffolding

(3 items; Cronbach's $\alpha = 0.824$)

Item	Statement
Q3	The project workload was manageable given the module-by-module structure.
Q4	The rubric and instructions were clear and helpful throughout the project.
Q5	The framework helped guide my work throughout the semester.

Construct 2 –Active Learning & AI Use

(7 items; Cronbach's $\alpha = 0.955$)

Item	Statement
Q6	Prompting and refining AI results improved my critical thinking skills.
Q7	Comparing multiple AI platforms improved my ability to evaluate information.
Q8	I learned how to engineer prompts effectively.
Q9	I learned how to verify AI-generated information.
Q10	I feel more prepared to use AI tools professionally.
Q11	Comparing AI outputs was valuable for learning.
Q12	The project encouraged independent thinking.

Construct 3 –Constructive Alignment

(4 items; Cronbach's $\alpha = 0.932$)

Item	Statement
Q13	This project helped me better understand Operations Management concepts.
Q14	Analyzing OM cases with AI helped me link theory to practice.
Q15	This assignment improved my ability to communicate findings orally.
Q16	This project helped me understand OM strategies in practice.

Section 3: Open-Ended Reflection Questions

Please respond in your own words. There are no right or wrong answers—your honest feedback is used solely to improve this project for future students.

Q17. What part of the project helped you learn the most? Why?

(Open text)

Q18. What challenges did you face while completing this project?

(Open text)

Q19. Did comparing multiple AI tools deepen your understanding of OM concepts? How?

Q20. What suggestions do you have for improving this project in future semesters?

Q21. Did the oral presentation component support your learning? How?

Survey Administration Notes

- The survey was administered anonymously through a Google Forms link distributed via the course learning management system during the final week of the Fall 2025 semester (December 5–7, 2025).
- Participation was voluntary and carried no course credit or grade consequence. No personally identifiable information was collected.
- The survey protocol was reviewed and approved by the Institutional Review Board (IRB) of the authors' institution prior to data collection.
- The instrument consisted of 14 Likert-scale items; items were assigned to constructs based on conceptual alignment with the corresponding pedagogical principle: Cognitive Load / Scaffolding (3 items), Active Learning & AI Use (7 items), and Constructive Alignment (4 items).
- Section 1 (n = 26 respondents out of 36 enrolled; response rate 72%) and Section 2 (n = 24 respondents out of 35 enrolled; response rate 69%) completed the survey, for a combined sample of N = 50.
- Both sections were taught by the same instructor with identical syllabi, assignments, rubrics, and grading criteria.
- Open-ended responses (Q17–Q21) were analyzed inductively using open coding; themes were identified through iterative review until saturation was reached.

This survey instrument was developed specifically for this study as an exploratory measure aligned with the three theoretical constructs underpinning the GLF. It has not undergone prior formal psychometric validation.

Appendix G. Annotated exemplars of strong and weak submissions.

These exemplars are calibrated to patterns observed in student work but are not verbatim submissions. Exemplar 2 also illustrates safeguards proposed for future implementations; those safeguards were not evaluated in the two course sections reported in this study.

Exemplar 1: OCR prompt (rubric: Prompt Engineering & Documentation). Weak (would score Fair): “You are an operations expert. What are Walmart’s order winners and qualifiers? Keep it short.” This version is weak because the Orient element is present but generic; the Context element omits the module question wording and makes no reference to uploaded course materials, so the platform cannot ground definitions in course terminology; the Response element imposes a length cap on the first pass, violating the two-pass protocol, and provides no output structure, inviting an unstructured answer that resists comparison. Strong (would score Excellent): the Prompt 1 text reproduced in Section 4.2. This includes role instruction establishing the analytical lens; the module question verbatim from the guidelines plus uploaded materials and a source-quality constraint; and a one-shot output structure with no first-pass length limit.

Exemplar 2: Comparison-table excerpt (rubric: Critical Evaluation & Refinement). Weak (Fair): a table that lists each platform’s answer in its column, but whose process summary reads, “All platforms mostly agreed. I used ChatGPT’s answer because it was the most detailed.” This version

is weak because no discrepancy is identified despite visible differences, the selection criterion is length rather than accuracy, and no follow-up prompt or verification source is recorded. Strong (Excellent): a table whose process summary reads, “Claude omitted on-time delivery as a qualifier while ChatGPT and Gemini included it. I resubmitted the same opening prompt in a fresh thread and the omission remained, which I treated as a candidate discrepancy rather than a stable platform trait. I then requested an initial assessment in another fresh thread before revealing the other platforms’ positions and compared it with an opposing framing [conversation-record link]. I checked Walmart’s FY2023 10-K and an independent industry report, which support treating on-time delivery as a qualifier for online orders specifically; my synthesized answer scopes it accordingly. Brand reputation, identified by ChatGPT only, was rejected as a marketing-level attribute under the course definition of operational threshold criteria.” This version is strong because it identifies discrepancies, uses repeated and alternative framings only as diagnostic checks, documents follow-up exchanges, brings independent evidence to adjudicate the claim, and avoids presenting persistence across two outputs as proof of a stable platform characteristic.

Exemplar 3: R/R/R row (rubric: Written Conclusion & R/R/R tables). Weak (Fair): “AI said Walmart should improve supplier collaboration. Decision: Retain. Justification: This is a good idea and would reduce lead times.” This version is weak because the justification asserts merit without tracing to any module finding or source; the row would be indistinguishable from AI-generated text. Strong (Excellent): the Recommendation 4 row of Table 4. This version is strong because the claim is rejected specifically: no module-level evidence addressed supplier lead times, and the platform supplied no verifiable source; the justification is traceable to the report’s actual evidentiary base, which is the behavior the table exists to assess.

Appendix H. Statistical Assumption Diagnostics

Prior to analysis, Levene’s test indicated unequal variances for Active Learning & AI Use ($F(1,48) = 6.788, p = 0.012$) but not for the other two constructs; Welch’s t -test was therefore applied to all three for consistency (Delacre et al. 2017). Shapiro-Wilk tests flagged non-normality in five of six distributions ($W = 0.842\text{--}0.924, p = 0.002\text{--}0.047$); non-parametric Mann-Whitney tests confirmed identical conclusions across all three constructs (Cognitive Load: $U = 227.0, p = 0.093$; Active Learning: $U = 204.0, p = 0.036$; Constructive Alignment: $U = 237.5, p = 0.148$), validating the robustness of the parametric results.

Tables

Table C.1. GAI platform responses to Prompt 1 on Walmart order qualifiers and order winners.

Platform	Report
GPT-5	From the end-user's perspective, Walmart's <i>order qualifiers</i> include consistent product quality, a wide variety of merchandise, reliable on-time delivery (especially for online orders), and a strong brand reputation—all of which are basic expectations that allow Walmart to compete in the retail market. However, its <i>order winners</i> —the factors that differentiate it from competitors and influence purchase decisions—are its everyday low prices driven by highly efficient, low-cost operations, fast and convenient delivery options, and the ability to handle high volumes during peak demand periods. These align with key competitive priorities of cost, time, and flexibility, as outlined in the course materials.
Claude Sonnet 4	Based on the course materials' framework, Walmart's order qualifiers from end-users' perspective include consistent quality, product availability and variety, basic customer service standards, and store accessibility - these are the minimal criteria that allow Walmart to compete in retail without being disqualified from consideration. Their primary order winners are low-cost operations (everyday low pricing strategy), convenience through multiple shopping channels, volume flexibility to handle demand fluctuations, and product variety across categories. Walmart's success in 2024, where they "won the value wars" by attracting customers of all income levels with "best prices" while providing "a convenient shopping experience" and "wide range of choices", demonstrates how they excel in order-winning dimensions while maintaining order-qualifying standards. This aligns with the course materials' principle that firms can gain more sales by improving order-winning dimensions (like lowering prices) as long as order qualifiers (like consistent quality) are met, similar to the Toyota Corolla and Honda Civic success example mentioned in your educational materials.
Gemini-2.5	Walmart leverages competitive priorities, defined as "critical operational dimensions a process or supply chain must possess to satisfy internal or external customers", to secure its market position. From an end-user perspective, its order qualifiers are primarily consistent quality and on-time delivery, which are the minimal criteria customers expect for products to meet specifications and be available when needed. Walmart's key order winners, differentiating it from competitors and driving sales, are low-cost operations —enabling its "Everyday Low Price" strategy, extensive variety by "handling a wide assortment of services/products efficiently" , and robust volume flexibility to "adjusting production rates to handle demand fluctuations", especially during peak periods.

Table D.1. GAI platform responses to Prompt 2 on promotional pricing as a demand management strategy.

Platform	Report
GPT-5	<p>Promotional Pricing at Walmart</p> <p>Definition: Promotional pricing is when a company temporarily lowers prices or offers special deals to increase sales. The idea is to shift customer demand into times when sales are usually lower (slack periods) or to encourage customers to buy earlier than they normally would.</p> <p>How Walmart Uses Promotional Pricing: Walmart frequently uses promotional pricing to smooth out demand patterns. For example:</p> <ul style="list-style-type: none"> • Seasonal Goods: Walmart may mark down winter coats in late summer to move inventory early. This not only boosts sales before peak winter demand but also prevents excess unsold stock later. • Household Essentials: "Buy one, get one free" or "rollback" discounts on detergents or paper towels encourage customers to stock up in advance. This helps Walmart even out demand instead of facing a sudden surge later. • Electronics: During off-peak times (e.g., early fall), Walmart might offer temporary discounts on TVs or laptops to generate steady sales instead of having all the demand concentrated on Black Friday. <p>Types of Products Best Managed by Promotional Pricing: Promotional pricing works well for products that:</p> <ol style="list-style-type: none"> 1. Have seasonal demand cycles <ul style="list-style-type: none"> - Example: holiday decorations, school supplies, or winter/summer apparel. 2. Are durable and can be purchased ahead of need <ul style="list-style-type: none"> - Example: non-perishable goods (toilet paper, canned food, cleaning products). Customers can "move up" their future buying if they see a deal. 3. Are discretionary or impulse-driven <ul style="list-style-type: none"> - Example: electronics, toys, or home décor. Lower prices attract new buyers who might not have planned to purchase otherwise. <p>It is less effective for necessities with constant demand (like milk or bread), because customers will buy these anyway, regardless of promotions.</p> <p>Why This Matters for Walmart? By using promotional pricing:</p> <ul style="list-style-type: none"> • Walmart keeps sales more stable instead of facing sudden peaks and valleys. • It avoids overstocking or stockouts during busy seasons. • It attracts price-sensitive shoppers, reinforcing Walmart's "Everyday Low Price" image. <p>In summary: Promotional pricing at Walmart is most useful for seasonal, stock-up, or discretionary products. It helps Walmart move inventory early, attract new customers, and smooth out demand, ensuring resources (like store staff, warehouse space, and supply chain operations) are used more evenly throughout the year.</p>
	<p>Based on the demand management principles outlined in your document, promotional pricing is a particularly powerful strategy for Walmart to level out demand patterns and manage capacity utilization across its vast retail operations.</p>
	<p>How Promotional Pricing Works at Walmart: Promotional pricing involves using creative pricing strategies to increase sales during traditionally slow periods or to encourage customers to shift their buying patterns. As your document explains, this can include price reductions, special offers like "buy-one-get-one" deals, or seasonal discounts.</p>

Platform	Report
	<p>Product Categories Where Walmart Can Effectively Use Promotional Pricing:</p> <ol style="list-style-type: none"> Seasonal Merchandise Walmart can manage demand for seasonal items through strategic price reductions. For example: <ul style="list-style-type: none"> Winter clothing and gear can be discounted in late summer/early fall to move inventory before the season ends Summer outdoor furniture and grills can be promoted with lower prices in late summer to clear space for fall merchandise Holiday decorations often see progressive markdowns after each holiday to manage inventory levels Electronics and Technology These products have predictable demand cycles that Walmart can manage through promotional pricing: <ul style="list-style-type: none"> Back-to-school promotions on laptops and tablets in July-August to spread out the typical September rush TV sales during traditionally slow periods (like early spring) to balance the heavy demand during Super Bowl and Black Friday periods Video game consoles bundled with games at promotional prices during non-holiday periods Grocery and Consumables Walmart uses promotional pricing to manage perishable inventory and create consistent traffic: <ul style="list-style-type: none"> "Rollback" prices on staple items to drive store traffic during typically slow shopping days (mid-week) Bulk purchase discounts on non-perishables to encourage larger purchases during off-peak times End-of-day markdowns on bakery and deli items to reduce waste while managing inventory Home and Garden Products These categories show strong seasonal patterns that promotional pricing can help balance: <ul style="list-style-type: none"> Lawn care equipment promoted in early spring before peak demand hits Indoor furniture discounted during summer when outdoor furniture is in high demand Storage and organization products promoted outside of January (when demand naturally peaks) <p>Strategic Benefits for Walmart: The document emphasizes that promotional pricing helps "level off the need for resources over the year." For Walmart, this means:</p> <ol style="list-style-type: none"> Better inventory management - Moving slow-selling items prevents stockpiling and frees up valuable shelf and warehouse space Improved cash flow - Converting inventory to cash during slow periods helps maintain healthy working capital Enhanced customer traffic - Promotions during traditionally slow periods (like Tuesday mornings) help distribute customer flow more evenly throughout the week Competitive advantage - Strategic pricing can pull customers from competitors and build loyalty through perceived value <p>Key Consideration: As your document notes, promotional pricing works best when combined with other demand management strategies. Walmart often pairs promotional pricing with complementary products (offering discounts on hamburger buns when meat is on sale) or uses their mobile app for prescheduled pickup appointments during promotional events to manage the increased demand effectively.</p>

Platform	Report
	<p>The success of promotional pricing at Walmart ultimately depends on understanding customer buying patterns and having the flexibility to adjust prices dynamically—something Walmart excels at through its sophisticated inventory and pricing systems.</p>
Gemini-2.5	<p>From a demand management perspective, promotional pricing at Walmart is a strategy used to influence customer purchasing behavior and align demand with supply, especially for products with uneven sales patterns. While Walmart is primarily known for its Everyday Low Prices (EDLP), it strategically employs promotional pricing, such as Rollbacks and clearance sales, to manage inventory and drive sales.</p> <p>Promotional Pricing as a Demand Management Strategy:</p> <p>Promotional pricing works by offering a temporary price reduction to stimulate demand. The goal is to move demand from periods of low sales to periods of high sales or to clear out excess inventory. For a company like Walmart, this is crucial for managing supply chains and avoiding the costs associated with overstocking or stockouts.</p> <p>For example, a manufacturer of lighting equipment used a combination of promotional pricing (a 3% discount) and a backlog option to manage demand for products that had long periods of low sales followed by sudden, large orders (referred to as "slow movers with spikes"). By offering a discount for orders placed well in advance, the company was able to smooth out its production schedule and save money annually.</p> <p>Types of Products Managed by Promotional Pricing:</p> <p>Promotional pricing can effectively manage demand for a variety of products. At Walmart, this option is particularly useful for:</p> <p>Seasonal or Discontinued Products: Promotional pricing is a key tactic for liquidating inventory at the end of a season or for items that are being discontinued. By using "Clearance" or "Reduced Price" flags, Walmart creates a sense of urgency for customers to purchase products like winter coats or other seasonal merchandise before they are no longer available.</p> <p>Impulse-Buy Items: Rollback pricing is often used to encourage customers to make immediate, unplanned purchases. These temporary price drops create a perception of value and urgency, which can be applied to a wide range of products, such as electronics or popular household goods.</p> <p>New Products or Products with Declining Sales: Offering a promotional price can help drive sales and gain traction for a new item or boost the sales of products that are not selling well. This helps get the product in front of more customers, who are often looking for deals and filtering their searches for promotional items.</p>

Table E.1. Rubric for evaluating student performance in the GLF case project.

Criteria	Excellent	Good	Fair	Poor	Weight
OM Concept Understanding	Demonstrates deep understanding; integrates concepts with strong real-world examples.	Solid grasp of concepts; minor gaps in connections to practice.	Limited grasp; explanations superficial or partially correct.	Misunderstands or omits core concepts; no link to project.	20%
Prompt Engineering & Documentation	All three OCR elements present: Orient (role instruction), Context (project question + uploaded course materials), Response	Most required elements present; prompts mostly clear; some lack depth or context; documentation adequate.	One or more required elements missing or weakly applied; prompts vague or inconsistent; weak	Required prompt elements absent; prompts generic or copied without course-material grounding.	15%

Criteria	Excellent	Good	Fair	Poor	Weight
Report Generation & Multi-Platform Analysis	(one-shot output example); prompts context-rich and well-structured; design choices fully documented.		documentation of design choices.		
	Uses ≥ 2 GAI platforms; outputs compared systematically with structured comparison tables and summaries.	Uses ≥ 2 platforms; comparison present but limited in depth; table mostly complete.	Limited use of platforms; weak comparative analysis; comparison table incomplete.	Relies on single output only; no comparative analysis; no comparison table submitted.	15%
Critical Evaluation & Refinement	Thorough critique of outputs across all three dimensions (accuracy, depth, consistency); sources validated; hallucinations identified; comparison table fully completed with verification documentation; follow-up prompts and refinements applied.	Evaluation present with some insights; comparison table mostly complete; minor gaps in source validation.	Limited critique; comparison table sparse; mostly accepts AI outputs with little independent checking.	No meaningful evaluation; comparison table absent; accepts all outputs at face value.	20%
	Report is cohesive, well-organized, and clearly synthesizes findings across all modules; arguments are evidence-based and written entirely in the student's own words.	Report mostly organized; synthesis present but some sections underdeveloped or reliant on AI phrasing.	Report disorganized or sections missing; synthesis shallow; heavy reliance on AI-generated text without student voice.	Report incomplete, incoherent, or entirely AI-generated with no student synthesis evident.	5%
Written Report Synthesis					
Recommendations, Conclusion, and R/R/R Tables	Two R/R/R tables completed (≥ 3 rows each); all decisions justified with module-specific citations; gaps addressed with verified sources or acknowledged.	Tables present but fewer than 3 rows, or justifications lack module citations.	Tables submitted but decisions unjustified or not traceable to module findings.	Tables absent; conclusion entirely AI-generated with no student evaluation.	5%
	Conversation records submitted for all modules and all platforms, using the form supported by each platform (shareable link, PDF export, or screen recording); records are accessible and confirm the OCR-structured prompt, that course	Records submitted for most modules; one platform or module missing, or a record is incomplete.	Records partially submitted; coverage incomplete, or records lead to unrelated or truncated conversations.	No conversation records submitted; documentation entirely absent.	5%
Conversation-Record Documentation (Step 3.4)					

Criteria	Excellent	Good	Fair	Poor	Weight
Oral Presentation	materials were provided, that the second-pass condensation prompt was issued, and at least one substantive follow-up exchange.				
	Clear, confident, professional delivery (live or recorded); concise slides; strong visual aids; questions answered independently.	Presentation clear overall but lacks polish, confidence, or strong visuals.	Presentation rushed, unclear, or overly reliant on reading notes.	No presentation submitted or very weak effort with no meaningful delivery.	15%

Note: Weights reflect the GLF’s pedagogical emphasis on critical evaluation of AI outputs (20%), written report synthesis (5%), and the written conclusion and R/R/R tables (5%) as the primary evidence of individual analytical engagement. The three OCR prompt elements referenced in the Prompt Engineering criterion correspond to the OCR structure described in Section 3.3.