**1st Quarter Assignment Due date: October 14th**

**Assignment: Designing a Sociocultural Business Model Using AI Insights**

**Objective:**  
Create a business model that addresses a social issue using AI tools and knowledge from psychology and sociology. This project will show you how to apply what you’ve learned to real-world problems and develop practical business solutions.

**Instructions:**

1. **Choose a Social Issue (10 points):**  
   Pick a social issue that is influenced by cultural factors (e.g., mental health, education access, environmental sustainability). Explain why this issue is important and how it affects people or communities.
   * ***Example:*** *Stress at work, lack of schools in rural areas, or too much plastic waste from shopping.*
   * **What to Submit:** A 200 – 300 word summary describing the issue and its impact on the community.
2. **Research and Analyze (40 points):**  
   Use psychological and sociological concepts to understand your chosen issue. Apply **at least two psychological approaches** (e.g., cognitive, behavioral) and **two sociological factors** (e.g., family structures, cultural norms) to explore the causes and effects of the problem.
   * *Psychological Analysis:* Look at how thoughts, behaviors, or social influences contribute to the issue.
   * *Sociological Analysis:* Examine how cultural values or social institutions play a role.
   * **What to Submit:** A detailed report with your analysis, using relevant theories and studies.
3. **AI - Prompt Engineering (30 points):**  
   Create prompts to use with ChatGPT to get more information about your issue. Reflect on what you learned from the AI responses and how it helped your understanding.
   * *Example Prompts:* “What challenges do rural students face in getting quality education?” or “How does cultural perception of mental health affect workplace policies?”
   * **What to Submit:** Write your prompts that you used. Write the ones that didn’t give you the response you were hoping for and the ones that did, and a reflect on the insights gained. *(Tell me why some prompts didn’t work the first time and why they worked later on when you changed some words, and what you learned from the information it gave you)*
4. **Develop Your Business Model (20 points):**  
   Based on your research and AI findings, design a business model to address the issue. Choose a business structure (e.g., Sole proprietorship, Partnership, LLC or Corporation) and explain why it fits your solution. Describe the key features, benefits, and challenges of your business.
   * *Example:* A social enterprise offering mental health support through workshops and AI resources, using a non-profit LLC structure.
   * **What to Submit:** The attached template for your business plan that includes the business name, structure, features, benefits, and a plan for implementation.
5. **Presentation (10 points):**  
   Prepare a 5-7 minute presentation that summarizes your project. Highlight the social issue, your research, AI insights, and your business model. Include visuals (e.g., slides, infographics) to support your presentation.
   * **What to Submit:** A live presentation in class.

**Total Points: 110**

**Submission Requirements:**

* All written documents should be combined into one document, titled: *[Your Name] - Sociocultural Business Model Project*.
* The presentation file should be submitted separately as a PowerPoint or PDF.

**Grading Criteria:**

* **Understanding of the Issue (10 points):** Clarity and relevance of the chosen issue.
* **Application of Theories (40 points):** Use of psychological and sociological concepts in your analysis.
* **AI Insight Integration (30 points):** Quality of prompts, insights gained from AI responses, and reflections.
* **Business Model (20 points):** Creativity, feasibility, and alignment with research findings.
* **Presentation (10 points):** Clarity, organization, and use of visuals.

**Business Model Template**

**1. Business Name:**  
*Choose a name that reflects your business idea.*

**2. Business Structure:**  
*Select a structure and explain why it’s suitable for your business (e.g., Sole Proprietorship, Partnership, LLC, or Corporation).*

* **Chosen Structure:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Reason for Choosing This Structure:**

**3. Business Overview:**  
*Provide a brief description of your business and what it aims to achieve.*

**4. Key Features of the Business:**  
*Describe the main features of your business model (e.g., products/services offered, target audience, unique selling points).*

**5. Benefits of the Business Model:**  
*Explain how your business will benefit the community or solve the issue you researched.*

**6. Challenges and Solutions:**  
*Identify potential challenges your business might face and how you plan to address them.*

* **Challenge 1:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Solution:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Challenge 2:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Solution:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Implementation Plan:**  
*Outline the steps you will take to launch and run your business.*

* **Step 1:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Step 2:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Step 3:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Step 4:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8. Summary:**  
*Summarize your business idea and how it will make a difference.*

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| **Criteria** | **Excellent (9-10)** | **Good (7-8)** | **Satisfactory (4-6)** | **Needs Improvement (1-3)** | **Points** |
| **1. Social Issue (10 points)** | Issue is clearly defined, highly relevant, and well-explained. Impact on community is thoroughly discussed with strong examples. | Issue is well-defined and relevant. Impact on community is explained with good examples. | Issue is somewhat clear but lacks depth. Impact on community is briefly discussed. | Issue is unclear or not relevant. Impact on community is not clearly explained. | /10 |
| **2. Research & Analysis (40 points)** |  |  |  |  |  |
| **Psychological Analysis (20)** | Two perspectives are used thoroughly with detailed, insightful analysis. Strong use of theories and studies. | Two perspectives are used well but lack depth in analysis. Theories and studies are present but not fully integrated. | One perspective is used or analysis is basic. Limited use of theories and studies. | Analysis is unclear or lacks connection to psychological concepts. No relevant theories or studies. | /20 |
| **Sociological Analysis (20)** | Two concepts are used effectively with strong, detailed analysis. Excellent use of theories and studies. | Two concepts are used well but lack depth in analysis. Theories and studies are present but not fully integrated. | One concept is used or analysis is basic. Limited use of theories and studies. | Analysis is unclear or lacks connection to sociological concepts. No relevant theories or studies. | /20 |
| **3. AI - Prompt Engineering (30 points)** |  |  |  |  |  |
| **Quality of Prompts (10)** | Prompts are highly relevant and well-crafted to gather specific insights. | Prompts are relevant but could be more specific or focused. | Prompts are somewhat relevant but lack clarity. | Prompts are vague or not relevant to the issue. | /10 |
| **Prompt Analysis (10)** | Excellent explanation of which prompts worked, why, and how changes improved outcomes. Insightful reflection. | Good explanation with some analysis of changes. Reflection is present but lacks depth. | Basic explanation of prompt effectiveness. Limited reflection. | Little or no explanation of prompt effectiveness. No reflection provided. | /10 |
| **Reflection on AI Insights (10)** | In-depth and thoughtful reflection on how AI insights enhanced understanding of the issue. | Good reflection with clear connections to the issue. | Reflection is basic, with minimal connection to the issue. | Reflection is unclear or lacks relevance to the issue. | /10 |
| **4. Business Model (20 points)** |  |  |  |  |  |
| **Structure & Rationale (5)** | Appropriate structure with strong, well-reasoned explanation of choice. | Structure is appropriate with a good explanation. | Structure is chosen but explanation lacks depth. | Inappropriate structure or unclear explanation. | /5 |
| **Features & Benefits (10)** | Features and benefits are clearly defined, detailed, and well-aligned with research. | Features and benefits are defined but lack some detail or alignment. | Features and benefits are basic or not fully aligned with research. | Features and benefits are unclear or not relevant to research findings. | /10 |
| **Challenges & Solutions (5)** | Challenges are identified with strong, realistic solutions. | Challenges and solutions are mostly clear and realistic. | Challenges or solutions are basic or not well thought out. | Challenges and solutions are unclear or unrealistic. | /5 |
| **5. Presentation (10 points)** |  |  |  |  |  |
| **Content & Clarity (5)** | Presentation is clear, concise, and covers all key points effectively. | Presentation is mostly clear and covers main points. | Presentation is somewhat clear but misses some key points. | Presentation is unclear or missing key elements. | /5 |
| **Visuals & Engagement (5)** | Visuals are used effectively, enhancing the presentation. Audience is engaged throughout. | Visuals are used well but could be improved. Audience engagement is good. | Visuals are present but do not clearly support content. Limited audience engagement. | Visuals are missing or do not support the content. Minimal audience engagement. | /5 |
| **Total** |  |  |  |  | /110 |