

Using AI to Generate and Refine Case Studies

A practical workflow for building classroom-ready cases without pretending the first AI draft is gospel.

Prompt → Draft → Audit → Teach



The point is not “AI wrote a case”

The point is that AI can accelerate the boring first pass, then the instructor turns it into teaching.

1 Speed

Generate a usable draft faster than starting from a blank page.

2 Customization

Tune the case to your course level, students, learning objectives, and industry examples.

3 Engagement

Let students apply concepts to real decisions, then explore “what if?” scenarios.

AI is the rough-draft machine. You are still the instructor. AI writes things cutesy and should be edited.

The case-study build pipeline



- 1 Choose the concept**
Start with a learning target, not a vague topic.
- 2 Generate applications**
Ask for industries, rivalries, events, or policy settings.
- 3 Build the case**
Use a structure: background, concepts, problem, solution, questions.
- 4 Audit the draft**
Check data, logic, tone, and formatting before students touch it.
- 5 Teach with it**
Turn the case into discussion, role play, matrix work, or reflection.

Step 1: start with the learning problem

Weak prompt:

“Write a case study about game theory.”

Better prompt:

“Create a case where students apply Nash equilibrium to a two-firm rivalry and defend a payoff matrix.”

- Name the concept students must practice.
- Name the real-world setting or ask AI for options.
- Define the product students should produce: matrix, memo, debate, reflection, or quiz.

Step 2: use a two-stage prompt sequence

A. Discovery prompts

“I want to examine [topic]. Give me real-world applications.”

“Expand option [number]. What industries fit this topic?”

“Which examples have usable public data?”

When selecting the topic, consider the one that may be relevant for the time.

B. Build prompt

- Learning objectives
- Introduction + background
- Key economic concepts
- Problem + data sources
- Solution / decision path
- Discussion questions + further reading

The template turns “interesting topic” into a teaching asset.

Step 3: make it teachable, not just readable

A case study is not finished until it has a classroom job.

LO

Learning objectives

What must students explain, apply, analyze, or evaluate?

PLAN

Teaching sequence

Pre-read, mini-lecture, pair work, group analysis, class debrief.

DATA

Evidence

Real data, source links, caveats, and instructor-approved assumptions.

ASK

Discussion prompts

Questions that force students to use the concept, not just summarize the plot.

WHAT
IF

Extension activity

Students alter assumptions with AI, then critique the output and reflect.

An example: Monday Night Wars

WWE vs. WCW

Use the rivalry as a clean teaching vehicle for duopoly, strategic interaction, payoff matrices, and repeated competition.

Show how the theory is applied in the real world.

Decision	WCW standard	WCW innovates
WWE standard	(2,2) slow decline	(1,3) WCW leads
WWE innovates	(3,1) WWE gains	(2,2) costly rivalry

Use one artifact from the case

- Let students build or critique the payoff matrix.
- Ask which assumptions make the matrix believable.
- Then ask what changes if the rivalry is repeated, not one-shot.

Step 4: Audit the AI output



The first draft is a suspect. Always put a careful eye on it.

- Concept drift: duopoly becomes “oligopoly” without explanation.
- Fake precision: hypothetical numbers look like real evidence.
- Logical cracks: “dominant strategy” gets used loosely.
- Formatting mess: names, labels, and terms shift around.

Fix it before students see it. AI is prone to make errors.

Step 5: set the guardrails

Useful rule: AI can help build the case. It cannot certify the case.

1 Check accuracy

Verify data, sources, definitions, and claims. No “trust me, bro” citations.

2 Watch bias

Look for stereotypes, loaded framing, or examples that quietly tilt the analysis.

3 Disclose use

Tell students how AI helped and what the instructor reviewed.

4 Protect access

Do not require tools students cannot access. Give alternatives.

5 Keep the human in charge

AI supplements expertise. It does not replace feedback, context, or teaching judgment.