

T:1-18 – Use GenAI for written response

One of the tools that managerial accountants can use to do their jobs more efficiently is the Large Language Models (LLMs), such as ChatGPT, Google Gemini, Anthropic Claude or Microsoft Copilot. LLMs are a form of Generative AI that can generate content based on a prompt. In this exercise, you will learn some basic prompting techniques and see how changing the prompts will provide better information.

Part 1

- Login to ChatGPT or any other LLM of your choice. You may need to create an account to use these tools. For this exercise, the free version of the tool is sufficient.
- Enter the following simple prompt.

What is the difference between managerial and financial accounting?

Questions to answer

- Based on what you learned in the chapter, is everything correct in the response?
- Was the response overall satisfactory? What would you improve if you were writing the response?

Part 2

Although the simple prompt above provided a reasonably complete response, writing better prompts will get the user better information.

Users should consider adding the following to the prompt for a better response:

- **Define the Role** – Specify the role or area of expertise you want the LLM to possess. For example, tell ChatGPT to play the role of an accounting expert or a tutor in accounting.
- **Provide Context** – provide any additional background information to ChatGPT.

- **Clearly write the task** – Give specific information on what you want ChatGPT to provide.
- **Set any parameters or restrictions** – if there is specific information to include or exclude, add this to the prompt.
- **Define the format** – specify any particular format you want the output, such as tabular, paragraph, or bullet points.

Using the guidance above, write a more complete prompt. Consider what information the first prompt was missing and ask ChatGPT to include it in this prompt. Limit the output to 1000 words. Give ChatGPT the role of an accounting professor and direct it to write for a beginning accounting student.

Questions to answer:

- Did the 2nd prompt improve the answer? What changed?

Part 3 (Optional)

Use an alternate Generative AI tool to complete the same exercise. How do the results differ? Which one provided more complete answers? Which response do you prefer?