

# IBM watsonx gen AI Challenge: Connecting academic knowledge and real-life use cases using generative AI

During this course, students were able to put their theoretical knowledge into practice with hands-on use cases focusing on generative AI technologies. For the project, they worked in groups of 3 to 5 people. Together, they selected one of several real-world business challenges provided by a company, tackled that use case, and presented their solution at the end of the semester. Not only did students learn to work with generative AI tools and cloud services, but they also discovered how to combine them into a system efficiently and effectively. This cross-university course was offered at five universities simultaneously, and mixed groups were possible.

«Being part of IBM's watsonx gen AI Challenge was an exciting experience for me and my three fellow team members. About 100 students from four Swiss universities participated in this competition, working in groups on various use cases sponsored by Swiss companies. We had the opportunity to develop a GenAI use case about doubts and explore the use of generative AI in customer service. Our prototype was very well received, and we were delighted to be one of three winning teams.

I then had the honor of representing our group at the IBM TechXchange conference in Las Vegas, where I presented our project alongside other impressive student contributions from universities such as UCL, Imperial, and Georgia Tech. It was inspiring to be part of this significant IBM learning event and to exchange ideas with IBM employees and partners.

This experience confirms how practical the Master's program in Business Information Technology is. Partnerships like the one with IBM really do allow us to prove our capabilities in a real-world environment.»

Jan Küchli, MSc in Business Information Technology student at ZHAW School of Management and Law and speaker at the IBM TechXchange Conference 2024.



Jan Küchli, Speaker at the IBM TechXchange Conference 2024



IBM TechXchange Conference 2024, Las Vegas