

PROMPT ENGINEERING FOR BUSINESS PROFESSIONALS

COURSE OVERVIEW

This course provides business professionals with practical methods for designing effective prompts to improve generated results, productivity, communication, and analytical capabilities when using AI tools. Participants gain clarity on creating structured prompts, controlling outputs, and applying prompt frameworks to support tasks such as reporting, content creation, problem-solving, and decision support. The course emphasizes accuracy, consistency, and business relevance, enabling participants to integrate AI into day-to-day workflows with confidence. Through targeted models, templates, and structured techniques, attendees build a strong foundation for applying prompt engineering in real business settings.

TARGET COMPETENCIES

- Prompt design
- Logical structuring
- Context framing
- Output refinement
- Business communication
- Analytical reasoning
- AI utilization

TARGET AUDIENCE

This course is designed for business professionals who want to enhance their productivity and decision-making capabilities by effectively using AI tools in their daily work activities.

COURSE OBJECTIVES

By the end of the course, participants will be able to:

- Develop structured prompts for diverse business tasks.
- Apply prompt frameworks to produce accurate and consistent outputs.
- Customize prompts to meet specific workflow needs.
- Evaluate AI responses for quality, clarity, and reliability.
- Optimize prompts for summarization, analysis, and decision support.
- Integrate prompt engineering techniques into daily work processes.
- Enhance productivity through effective use of AI-powered tools.

NOTE

Participants must bring their own laptop with access to an internet browser capable of running AI platforms such as ChatGPT or similar tools.

COURSE METHODOLOGY

This course uses instructor-led demonstrations, structured explanations, guided walkthroughs, and model templates to ensure practical understanding of prompt engineering concepts and business applications.

COURSE OUTLINE

FOUNDATIONS OF PROMPT ENGINEERING

- Prompt structure components
- Context layers and clarity factors
- Instruction types and output expectations
- Business application categories
- AI model limitations and considerations
- Differences between standard features and Copilot-enhanced tools.

FRAMEWORKS FOR EFFECTIVE PROMPTING

- Role-based prompting approaches
- Context-Instruction-Output models
- Step-wise prompting structures
- Constraints and boundary definitions
- Template usage for business tasks

PROMPT ENGINEERING FOR ANALYSIS AND REPORTING

- Data interpretation prompts
- Trend identification prompts
- Summarization precision factors
- Comparative analysis structure
- Insight extraction guidelines
- Create speaker notes, summaries, and talking points for each slide.

PROMPT ENGINEERING FOR COMMUNICATION AND CONTENT

- Email drafting structure
- Policy and document outline structure
- Professional tone specification
- Brand-aligned messaging prompts
- Content refinement parameters

ADVANCED PROMPT STRUCTURING TECHNIQUES

- Multi-step reasoning prompts
- Scenario-driven designing
- Error-checking structures
- Output formatting controls
- Clarification and expansion methods

APPLIED BUSINESS USE CASES

- Content creation strategy
- Document summarization structure
- Presentation creation framework
- Custom web applications
- Productivity applications

To register or for complete course information

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