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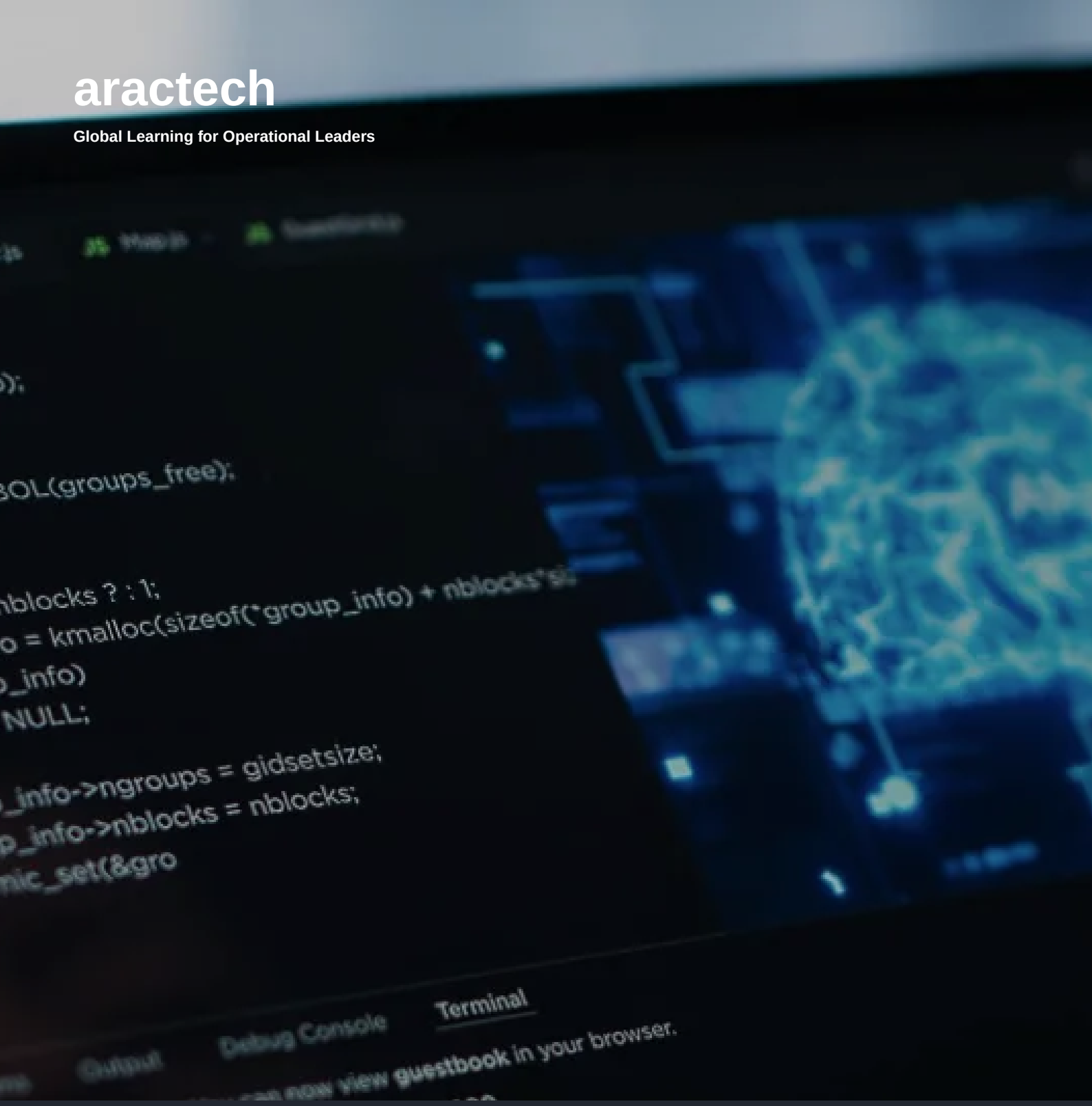
Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-010

Master the Art of Prompt Engineering

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Course content

Why Attend

Prompt Engineering has become a critical skill for professionals seeking to maximize the value of Artificial Intelligence and Large Language Models (LLMs). This course provides participants with a practical understanding of how AI models work, how to design effective prompts, and how to apply advanced prompting techniques to improve accuracy, productivity, creativity, and decision-making across a variety of business and technical applications.

Course Methodology

• The course combines interactive presentations, hands-on workshops, practical exercises, AI demonstrations, group discussions, prompt design labs, real-world case studies, and project-based learning to ensure practical application of prompt engineering techniques.

Course Objectives

• Understand the fundamentals of Large Language Models (LLMs) and Generative AI

• Design effective prompts for a variety of business and technical applications

• Apply advanced prompt engineering techniques to improve AI outputs

• Evaluate and optimize prompt performance using structured methods

• Reduce inaccuracies, ambiguity, and repetitive responses

• Utilize prompt frameworks and reusable prompt templates

Target Audience

• AI and digital transformation professionals

• Business analysts and consultants

• IT professionals and developers

• Data and innovation specialists

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Course outline

Detailed course outline

Day-by-day outline for Master the Art of Prompt Engineering.

Day 1 - Foundations of Large Language Models (LLMs)

• Understanding the fundamentals of Large Language Models and Generative AI technologies

• Exploring the capabilities, limitations, and business applications of LLMs

• Understanding different language model architectures and their use cases

• Reviewing autoregressive, transformer-based, and encoder-decoder models

• Understanding pre-trained, fine-tuned, multilingual, and hybrid AI models

• Identifying opportunities for AI adoption across business functions and industries

Day 2 - Introduction to Prompt Engineering

• Understanding the role of prompts in AI interactions and output quality

• Defining prompt engineering concepts and best practices

• Exploring the essential components of effective prompts, including instructions, context, inputs, and output requirements

• Applying common prompt design patterns to improve AI performance

• Understanding persona-based, audience-focused, and structured interaction approaches

• Exploring zero-shot, few-shot, and example-based prompting techniques

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Day 3 - Designing High-Performance Prompts

• Understanding the characteristics of effective and reliable prompts

• Applying prompt design principles to improve clarity and consistency

• Establishing performance metrics for evaluating prompt effectiveness

• Adjusting prompt parameters and settings to optimize outputs

• Controlling response style, structure, and level of detail

• Reducing ambiguity, repetition, and undesired model behavior

Day 4 - Advanced Prompt Engineering Techniques

• Developing reusable prompt frameworks and prompt libraries

• Understanding semantic search, embeddings, and knowledge retrieval concepts

• Applying reasoning-oriented prompting techniques to improve problem-solving outcomes

• Utilizing generated knowledge approaches to enhance response quality

• Implementing consistency and validation techniques for complex tasks

• Exploring structured reasoning frameworks and advanced AI interaction strategies

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Day 5 - Prompt Engineering Applications and Future Trends

• Applying prompt engineering techniques to business and technical use cases

• Developing prompts for content generation, summarization, and information analysis

• Utilizing AI for coding assistance, documentation, and productivity enhancement

• Understanding ethical considerations, responsible AI use, and governance principles

• Identifying and troubleshooting common prompt design challenges

• Exploring emerging trends and future developments in prompt engineering

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Seminar dates

Available seminar dates

Live dates and pricing for Master the Art of Prompt Engineering generated from the course details page.

Date	Location	Format	Fee