

AI & Prompt Engineering for Leaders Course

Course Duration: 24 Hours

Course code: APEL

1. Course Overview

This course is designed for business leaders, managers, and decision-makers to understand and leverage Artificial Intelligence (AI) and Prompt Engineering for strategic advantage. It focuses on practical applications of Generative AI tools like ChatGPT, Copilot, and Gemini to enhance productivity, decision-making, innovation, and business automation without requiring deep technical expertise.

2. What you'll learn?

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

- Understand core AI concepts and Generative AI capabilities
- Apply prompt engineering techniques to get high-quality outputs
- Use AI tools for business communication, reporting, and strategy
- Automate repetitive business tasks using AI
- Improve decision-making with AI-assisted insights
- Design AI-driven workflows for teams and organizations
- Identify risks, limitations, and ethical concerns of AI
- Build an AI adoption roadmap for your organization

3. Target Audience

- Business Leaders and Executives
- Managers and Team Leads
- Entrepreneurs and Startup Founders
- Consultants and Strategy Professionals
- Non-technical professionals looking to leverage AI

4. Pre-Requisites

Before taking this course, you should have:

- No technical or coding background required
- Basic understanding of business processes
- Familiarity with digital tools (email, documents, etc.)

5. Course content

Module 1: Course Introduction

- Course objectives and structure
- Introduction to AI in business
- Current trends and future of AI

Module 2: Fundamentals of Artificial Intelligence

- What is AI, ML, and Generative AI
- Types of AI (Narrow, General, Generative)
- Real-world business applications
- AI myths vs reality

Module 3: Introduction to Generative AI Tools

- Overview of ChatGPT, Copilot, Gemini
- Comparing AI tools for business use
- Use cases across departments (HR, Marketing, Sales, Ops)

Module 4: Fundamentals of Prompt Engineering

- What is prompt engineering
- Structure of an effective prompt
- Role, context, instruction, and output formatting
- Common mistakes in prompting

Module 5: Advanced Prompting Techniques

- Zero-shot, few-shot, and chain-of-thought prompting
- Role-based prompting (CEO, Analyst, Marketer, etc.)
- Iterative prompting and refinement
- Prompt templates for business scenarios

Module 6: AI for Business Communication

- Writing emails, reports, and proposals
- Creating presentations and summaries
- Tone adjustment and personalization
- Internal and external communication optimization

Module 7: AI for Decision-Making and Strategy

- Using AI for market research
- Competitor analysis
- Data interpretation and insights
- Strategic planning with AI assistance

Module 8: AI for Productivity and Automation

- Automating repetitive tasks
- Workflow optimization using AI
- Meeting summaries and action items
- AI-powered scheduling and task management

Module 9: AI for Marketing and Sales

- Content creation (blogs, ads, social media)
- Lead generation strategies
- Customer engagement and personalization
- Sales pitch and script generation

Module 10: AI for HR and Operations

- Resume screening and job descriptions
- Employee engagement and training content
- SOP creation and documentation
- Operational efficiency improvements

Module 11: AI Tools Integration and Workflow Design

- Integrating AI with existing tools (Google Workspace, Microsoft 365)
- Using APIs and automation tools (Zapier, Make)
- Designing AI-powered workflows

Module 12: Risks, Ethics, and Governance

- AI limitations and hallucinations
- Data privacy and security concerns
- Ethical use of AI
- Building responsible AI policies

Module 13: Measuring ROI of AI

- Identifying KPIs for AI adoption
- Cost vs benefit analysis
- Productivity metrics
- Case studies of AI ROI

Module 14: Building an AI Adoption Strategy

- Organizational readiness assessment
- Change management strategies
- Training teams for AI adoption
- Creating an AI roadmap

Module 15: Capstone Project & Real-World Use Cases

- Industry-specific use cases

- Hands-on business problem solving
- Prompt engineering exercises
- Final project and evaluation

