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DIGITAL INNOVATION AND TRANSFORMATION | DIT-016

Prompt Engineering for Business Professionals

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Course content

Why Attend

The quality of generative AI output depends heavily on how clearly a professional defines the task, supplies relevant context, establishes constraints, and evaluates the resulting response. Poorly constructed prompts can produce generic, incomplete, inaccurate, or unusable results, while structured prompting can significantly improve the relevance and consistency of AI-assisted business work.

This Prompt Engineering for Business Professionals course develops practical skills for communicating effectively with generative AI systems such as ChatGPT, Microsoft Copilot, Gemini, and other large language model applications. Participants learn how to design, test, refine, and standardize prompts for business writing, research, analysis, decision support, document processing, and recurring workplace workflows. The programme focuses on practical business use rather than programming or technical AI development.

Professional Problems This Course Is Designed to Solve

• Generic AI responses: Improving output quality by providing stronger context, instructions, constraints, examples, and expected formats.

• Inconsistent results across repeated tasks: Developing reusable prompt templates and structured prompting workflows that improve consistency.

• Difficulty handling complex assignments: Breaking large business problems into logical prompt sequences rather than relying on a single instruction.

• Unreliable AI-generated information: Building verification, evidence checking, critique, and human review into prompting workflows.

• Time wasted repeatedly correcting AI outputs: Designing prompts that communicate business requirements, audiences, terminology, and quality expectations from the beginning.

• Poor integration of AI into professional workflows: Creating prompt libraries for recurring activities in management, HR, finance, marketing, projects, operations, and administration.

• Confidentiality and responsible-use risks: Recognizing what information should not be entered into generative AI systems and applying appropriate human oversight.

Course Methodology

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Course Methodology

The programme is highly practical and combines instructor demonstrations, guided prompting exercises, prompt comparison tests, business scenarios, output evaluation, group workshops, and individual practice. Participants progressively develop prompts from simple instructions to structured multi-step workflows and build a reusable professional prompt library aligned with their own workplace responsibilities.

Course Objectives

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

- Understand how prompt design influences generative AI outputs
- Structure prompts using clear objectives, context, instructions, constraints, and output requirements
- Apply prompting techniques to business writing, research, analysis, and problem-solving
- Use examples and reference material to improve response relevance and consistency
- Break complex business tasks into effective multi-step prompt sequences
- Refine AI responses through iteration, critique, verification, and follow-up prompts
- Develop reusable prompt templates for recurring professional activities
- Evaluate AI-generated outputs for accuracy, relevance, completeness, and bias
- Apply responsible prompting practices when working with sensitive business information
- Build structured AI-assisted workflows that combine prompting with human judgment

Target Audience

This course is suitable for:

- Managers and team leaders
- Business analysts and consultants
- Marketing and communications professionals

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Target Audience

• Human resources and learning professionals

• Finance and procurement professionals

• Project and operations professionals

• Executive and administrative professionals

• Business users seeking advanced practical skills with generative AI tools

Target Competencies

Participants will develop competencies in:

• Prompt engineering

• Prompt design and optimization

• Generative AI interaction

• Context engineering

• AI-assisted research

• AI-assisted business writing

• Analytical prompting

• AI output evaluation

• Prompt workflow design

• Responsible AI use

Course outline

Day 1: Prompt Engineering Fundamentals for Business Applications

• Understanding prompts, context, instructions, AI responses, and the role of large language models in business applications

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Course outline

• Identifying why vague, conflicting, or incomplete prompts produce weak business outputs

• Structuring prompts around objectives, background information, tasks, constraints, audience, and expected deliverables

• Controlling response format, tone, length, terminology, scope, and level of detail

• Comparing zero-shot, example-based, and iterative prompting approaches for different professional tasks

• Practical exercise: Transforming poorly written prompts into structured business prompts and comparing the resulting outputs

Day 2: Advanced Prompt Design and Context Engineering

• Providing relevant business context without overwhelming the model with unnecessary information

• Using examples, reference content, templates, and desired output structures to guide AI responses

• Breaking complex assignments into smaller tasks through prompt decomposition and staged workflows

• Using follow-up prompts to clarify, expand, challenge, restructure, and improve generated content

• Designing prompts that request assumptions, limitations, missing information, and verification requirements

• Prompt workshop: Developing reusable prompt templates for reports, proposals, emails, summaries, presentations, and executive briefings

Day 3: Prompt Engineering for Research, Analysis and Decision Support

• Designing research prompts that define scope, questions, evidence requirements, and expected analytical outputs

• Prompting AI to summarize, compare, classify, extract, and organize information from business documents

• Using structured prompts for SWOT analysis, scenario exploration, root-cause analysis, and option comparison

• Developing prompts for financial, operational, customer, project, and performance-related business questions

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• Challenging AI-generated conclusions through critique prompts, alternative perspectives, and verification steps

• Case study: Building a sequence of analytical prompts to investigate a business problem and prepare a management decision brief

Day 4: Building Reusable Prompt Workflows for Business Functions

• Developing prompt libraries for management, HR, marketing, finance, procurement, projects, operations, and administration

• Designing multi-step workflows that move from research and analysis to drafting, review, refinement, and final output

• Creating reusable prompt templates with variables for audiences, objectives, data, constraints, and deliverables

• Using AI to transform information between reports, tables, summaries, presentations, action plans, and stakeholder communications

• Establishing human review points for sensitive, high-impact, or decision-related AI outputs

• Practical workshop: Designing an end-to-end prompt workflow for a recurring professional business process

Day 5: Prompt Quality, AI Verification and Professional Governance

• Establishing criteria for evaluating prompt effectiveness and AI response quality

• Identifying hallucinations, unsupported claims, missing context, bias, and misleading confidence in generated responses

• Applying fact-checking, source verification, cross-checking, and human review to AI-assisted work

• Protecting confidential information, personal data, intellectual property, and commercially sensitive business content

• Measuring prompt effectiveness through accuracy, relevance, consistency, time savings, and reduction in manual rework

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• Capstone exercise: Developing and presenting a Professional Prompt Engineering Toolkit containing reusable prompts, workflow templates, quality checks, and responsible-use controls

Seminar dates

Available seminar dates

Live dates and pricing for Prompt Engineering for Business Professionals generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.