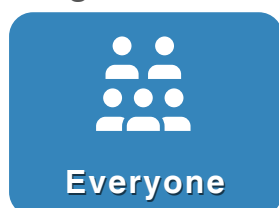


# Prompt Engineering Foundations for Business

## Introduction

Prompt Engineering is a vital cog in the machine of Large Language Models (LLMs), steering their vast knowledge to produce relevant outputs. Designed for general users, this module unravels the essence of Prompt Engineering without delving deep into technical intricacies. You will explore how artfully-crafted prompts influence LLM responses, witness the tangible impact in real-world scenarios, and discern the challenges and nuances of the field. Learn this module to comprehend the symbiotic relationship between prompts and LLMs, and harness their combined potential.

### Target Audience



### Prerequisite



### Level



### Duration



## Module Roadmap

The module operates in a hybrid mode: lessons are instructor-independent and delivered through our cutting-edge online platform. It comprises 03 main lessons and 01 check-in session for topic-related discussions.

Please find below an illustrative summary outlining the lessons, their corresponding outcomes, check-in session, and the time required for each:

01

### Introduction to Prompt Engineering

- ▶ Recognize the various types of Large Language Models (LLMs) and their applications.
- ▶ Understand the role and importance of prompts in guiding model responses.
- ▶ Gain insights into the evolution and development of Prompt Engineering.



## 02

## Foundations of Crafting Effective Prompts

- ▶ Grasp the necessity of clarity and specificity in prompts for optimal model outputs.
- ▶ Learn the importance of context, and nuances of format, tone, and domain indications for crafting prompts.
- ▶ Align prompts effectively with specific business communication needs.



30 minutes

## 03

## Real-world Applications and Implications

- ▶ Explore various real-world applications that can benefit from prompt engineering.
- ▶ Boost everyday tasks and productivity by leveraging the power of well-structured prompts.
- ▶ Recognize the potential implications and challenges posed by LLMs.



30 minutes

## A New Way to Learn AI

Countless AI introductions exist online, what sets this module apart is not solely the content, but the innovative approach to presentation and delivery methods we offer:

### Instructor Independent

- 1 Empowers learners to explore, discover, and master content independently.

### Interactive Learning

- 2 Engaging interactions foster deep understanding through hands-on exploration and practice.

### Relevant Content

- 3 Bridges theory with real-world applications, offering applied insights through use-cases.

### Online Delivery

- 3 Accessible globally, providing flexible, dynamic online learning at your fingertips.

