

# aractech

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

# 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

# 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
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